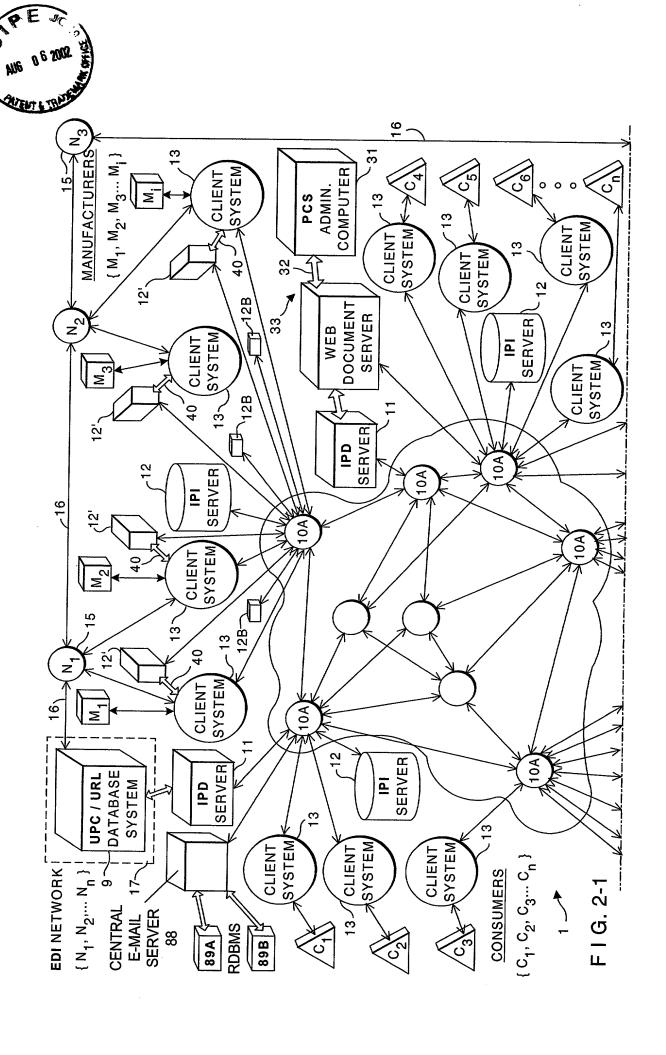


F1G. 1





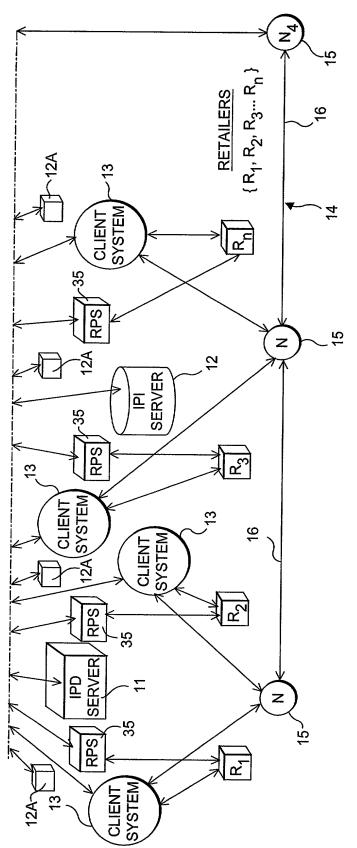
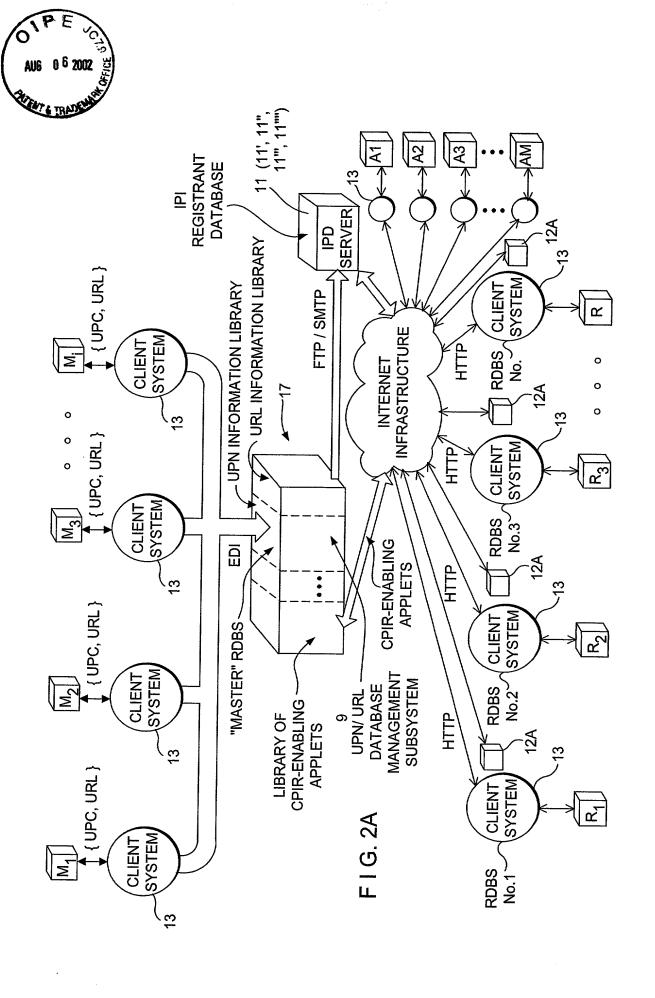
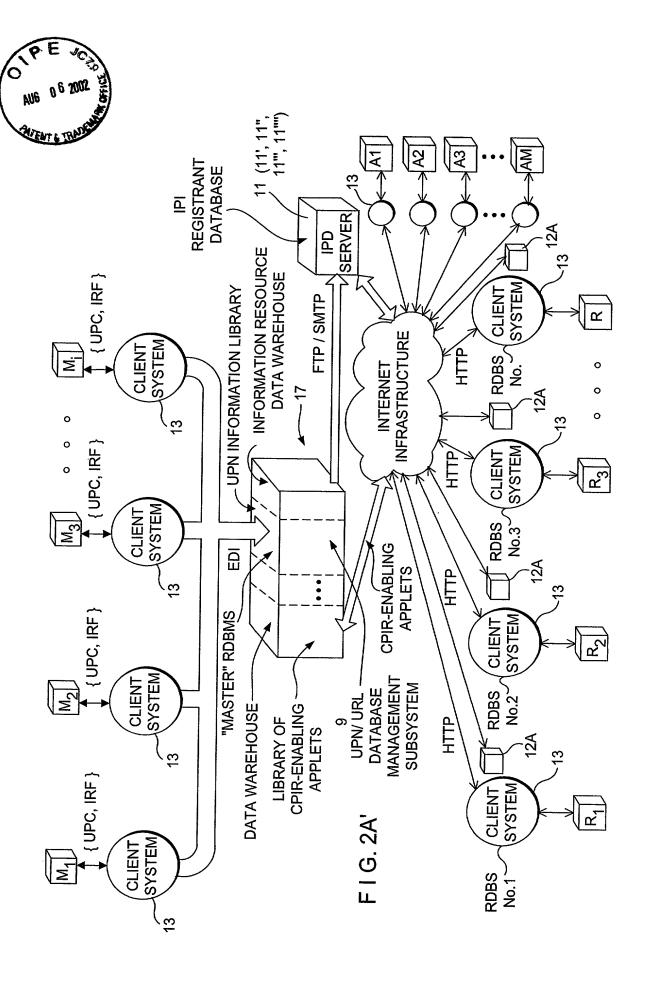


FIG. 2-2







MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING SERVER-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS

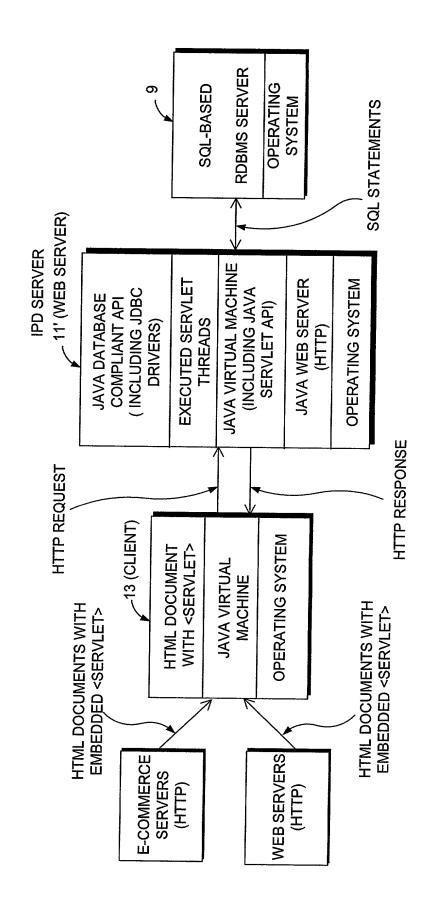


FIG. 2B1



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND CGIS

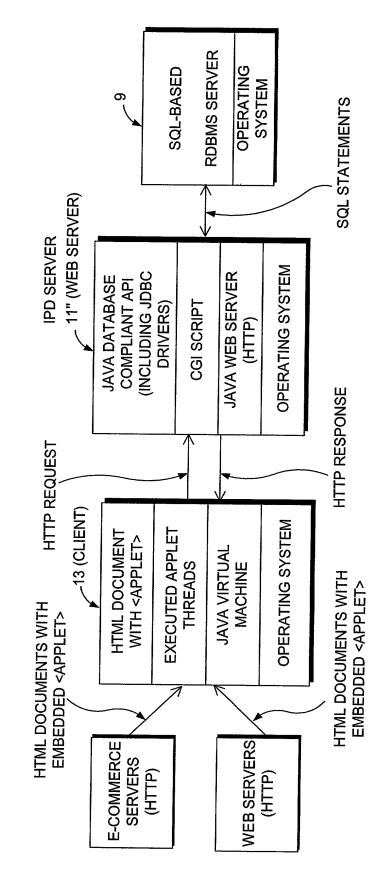


FIG. 2B2



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

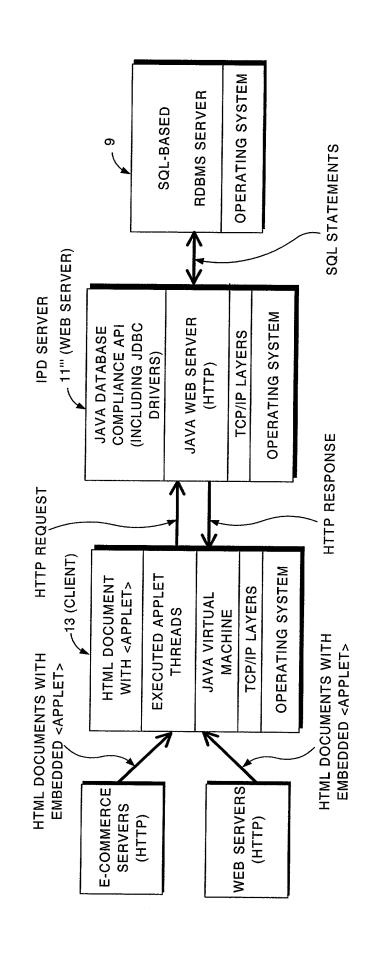


FIG. 2B3



RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

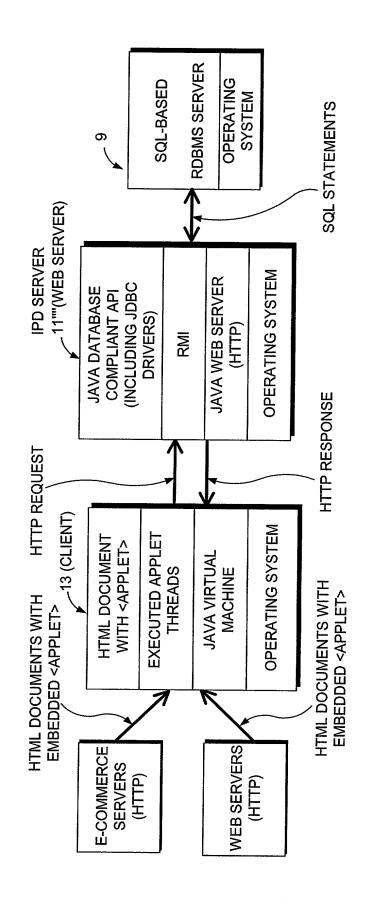
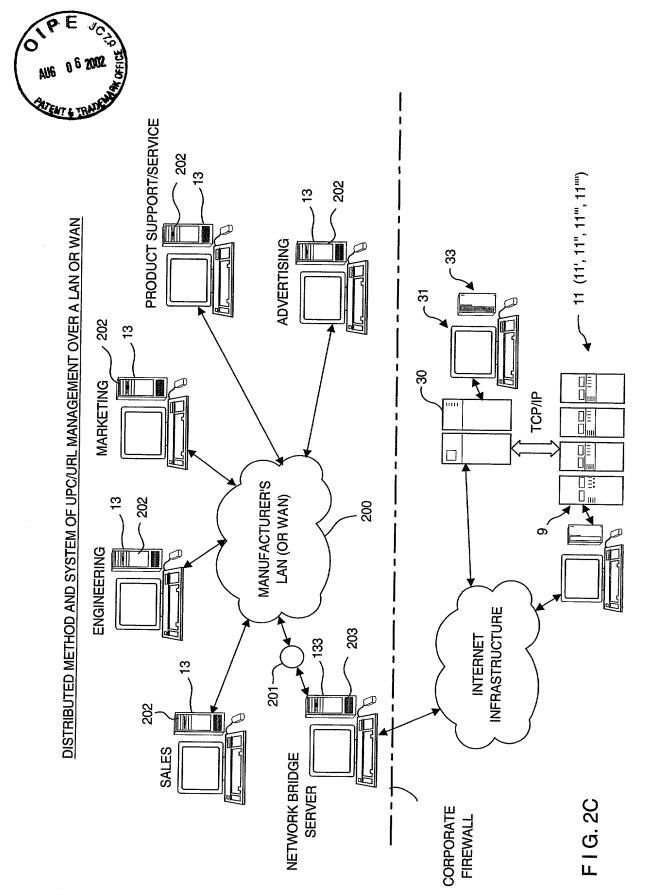


FIG. 2B4





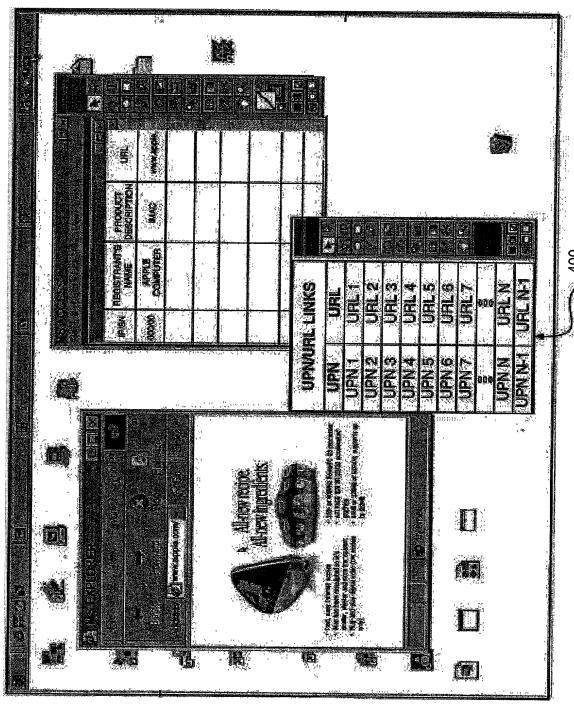


FIG. 2C1



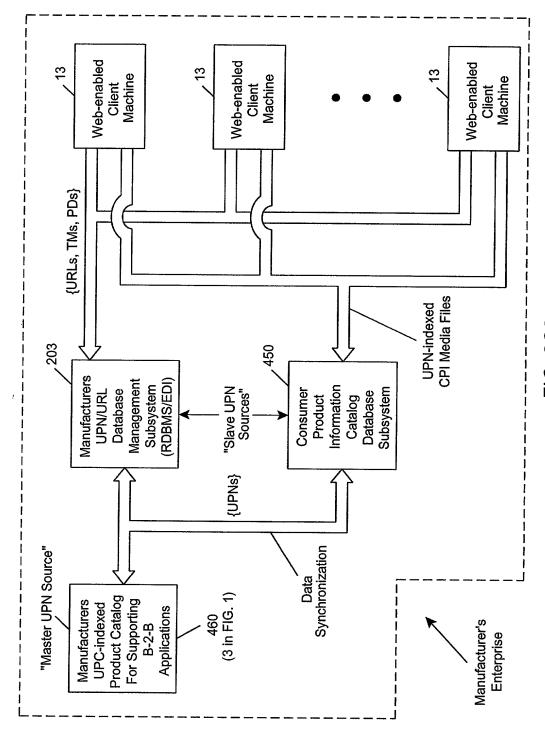


FIG. 2C2

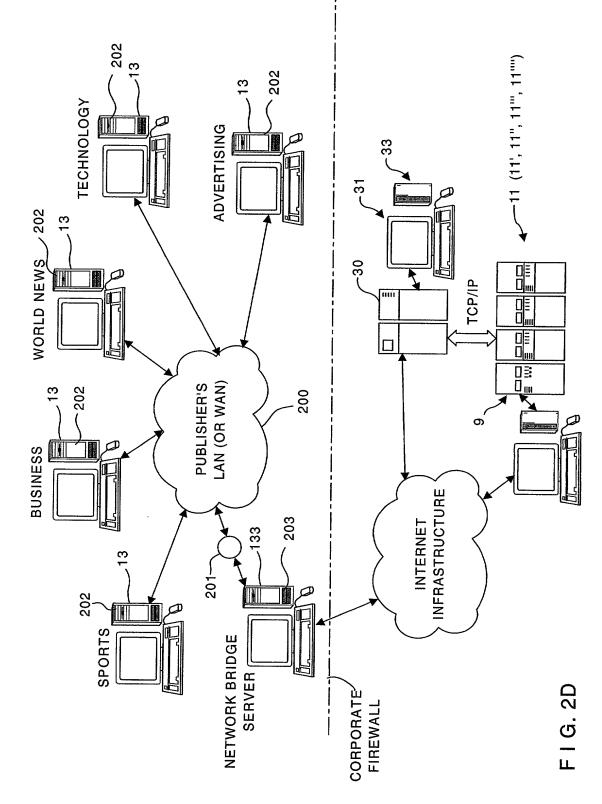


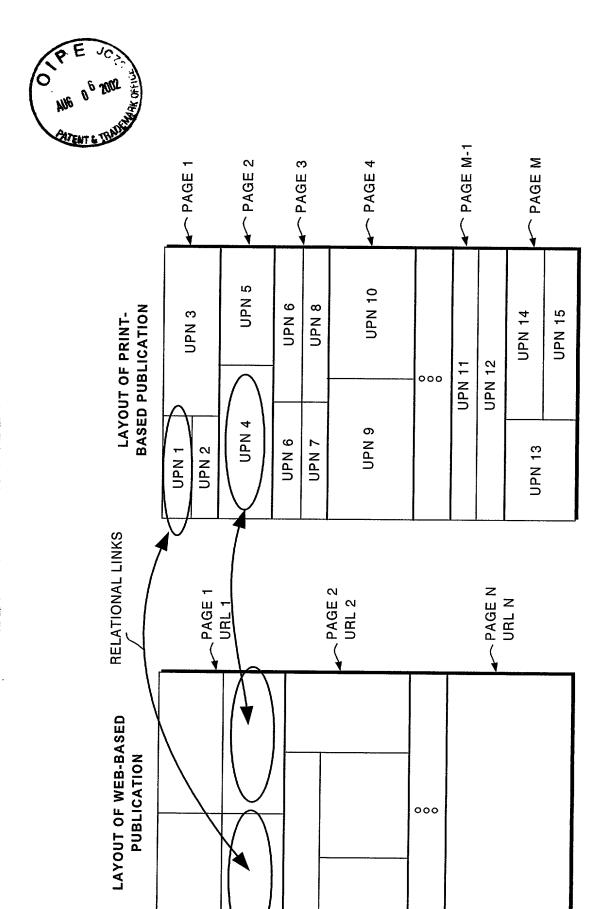
linx™ CMT are	4	→
Brandlinx™ CPI LCMT Software		
	URL 1,2 URL 3,2 URL 4,2 URL 6,2 URL 6,2 URL 8,2 URL 8,2	
	URL 2,1 URL 3,1 URL 4,1 URL 6,1 URL 8,1	
	URL CAT 1 URL CAT 2 URL CAT 4 URL CAT 5 URL CAT 6 URL CAT 7 URL CAT 8	
	Pre chase chase	
	TM T TM 2 DD	
	NAN	

FIG. 2C3



DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN





F I G. 2E1

F I G. 2E2



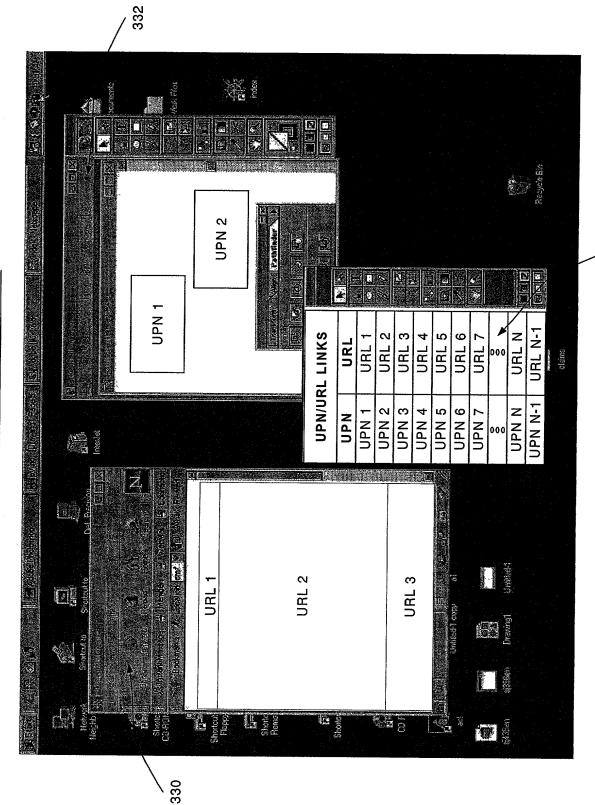
UPN/U	URL LINKS	
UPN	URL	
UPN 1	URL 1	
UPN 2	URL 2	400
UPN 3	URL 3	
UPN 4	URL 4	
UPN 5	URL 5	1
UPN 6	URL 6	
UPN 7	URL 7	
UPN 8	URL 8	
UPN 9	URL 9	1
UPN 10	URL 10	
UPN 11	URL 11	
UPN 12	URL 12	Į.
UPN 13	URL 13	
000	000	
UPN N	URL N	
UPN N-1	URL N-1	

F I G. 2E3



COMPOSITION/EDITORIAL MODE

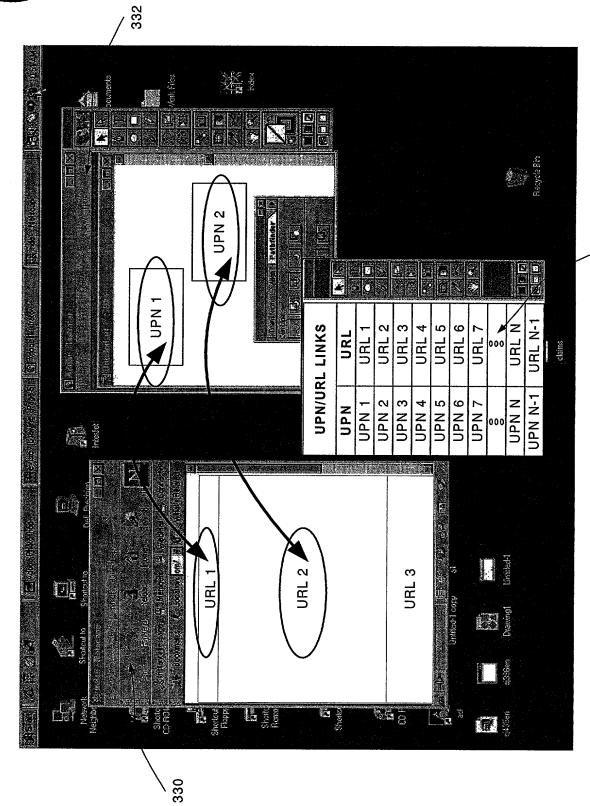
TIOSUPIO TEOSOT



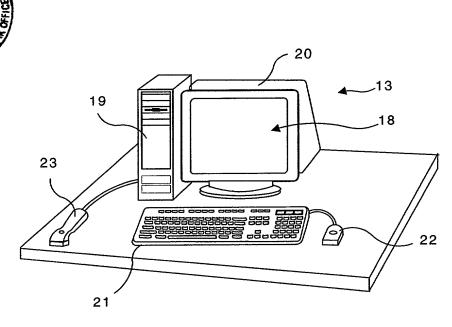
F I G. 2E4



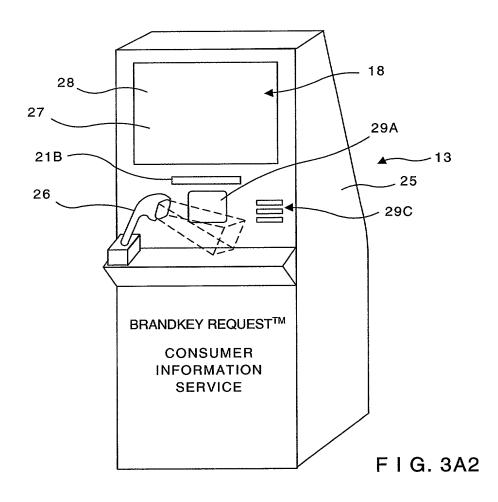
UPN/URL DATA LINKING MODE



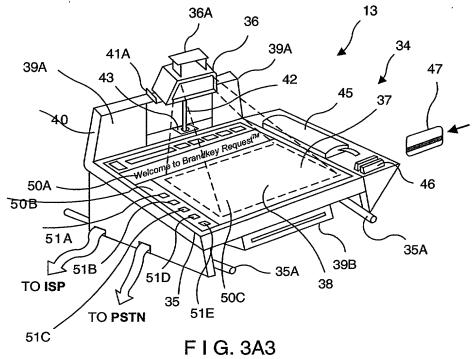
F I G. 2E5

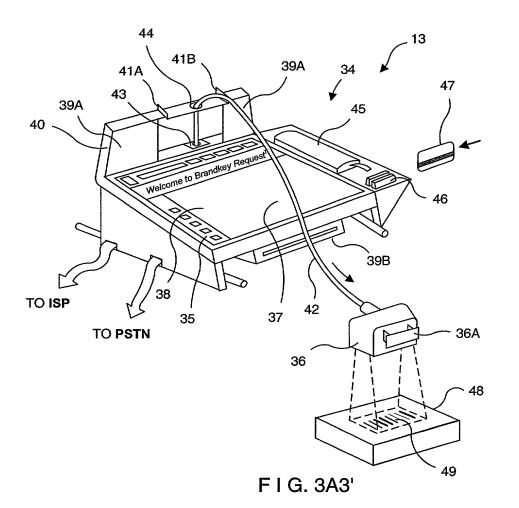


F I G. 3A1

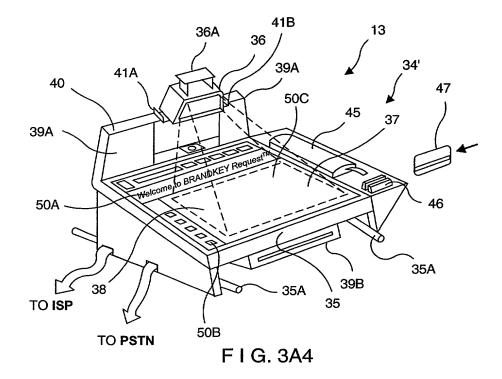


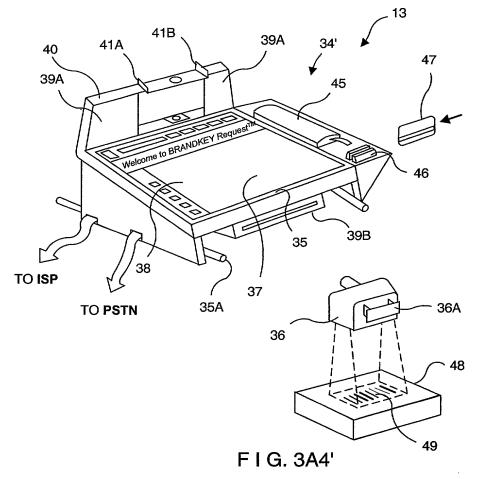




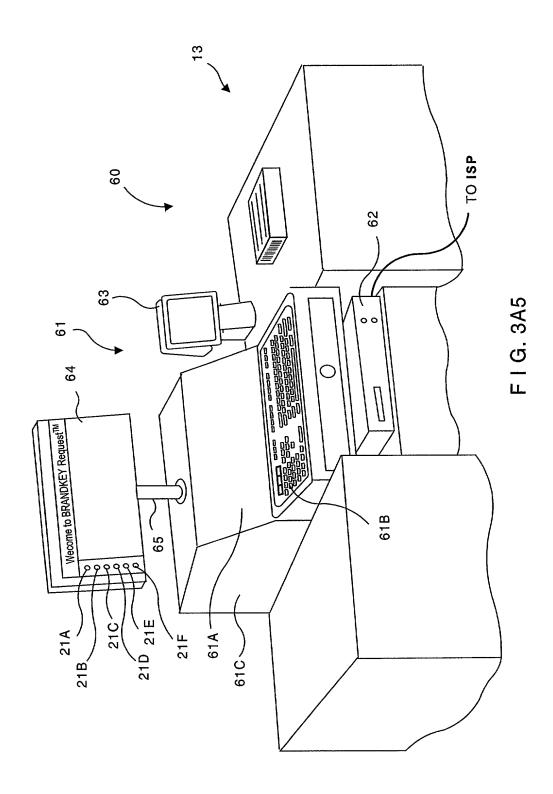




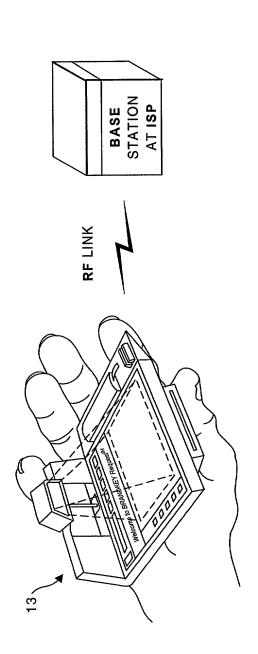












F I G. 3A6



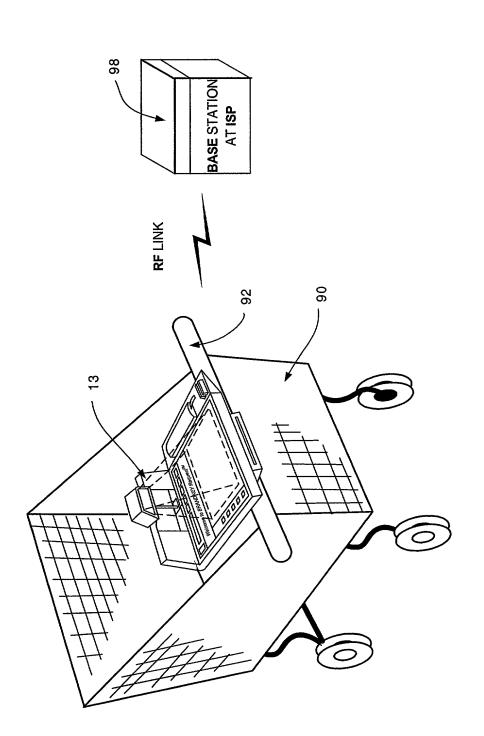
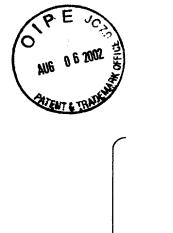


FIG. 3A7



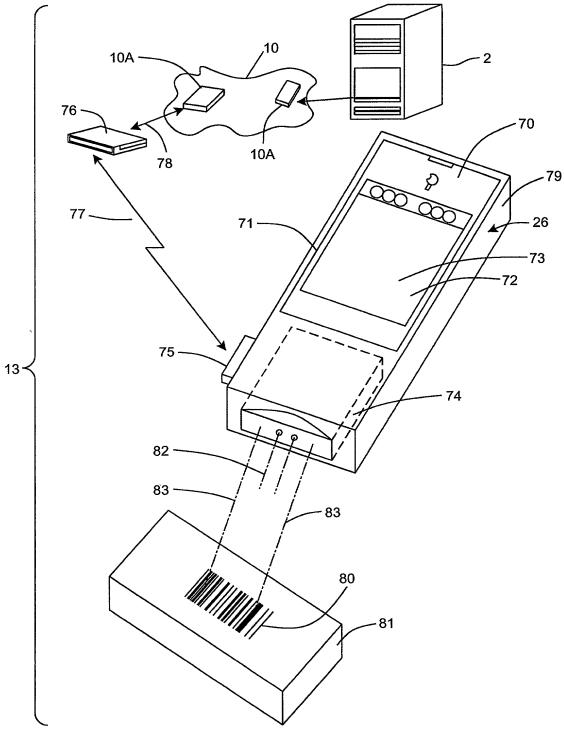
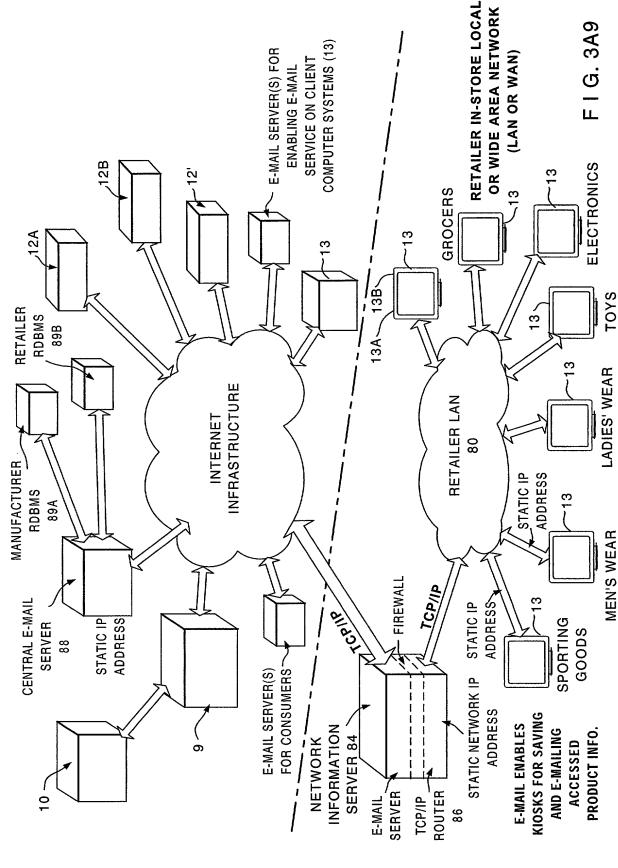
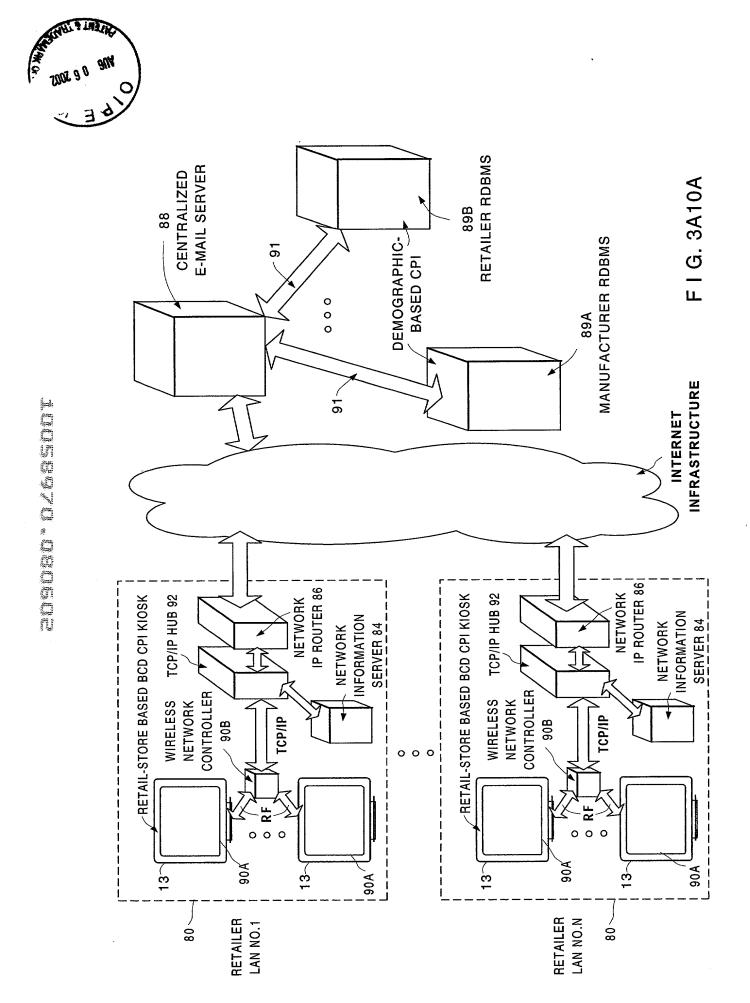


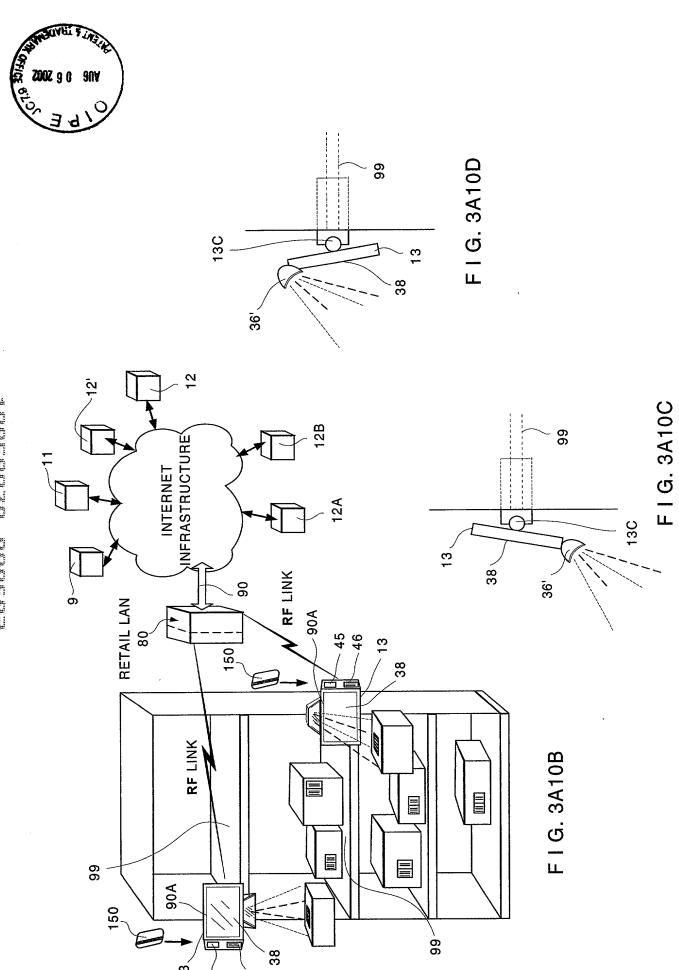
FIG. 3A8

.









13

45

É	N. F.	TARI	isting.		
Sign of	Z00Z	90	9NA		
1	<u>ک</u> ر :	3 9	الا	/ Г	

MASTER DATABASE TABLE MAINTAINED BY RETAILER DATABASE MANAGEMENT SUBSYSTEM	CONSUMER ADDRESS					• • •	
	CONSUMER					• • •	
	E-MAIL DELIVERY CONFIRMATION					•••	
	DESTINATION E-MAIL (HOME)					•••	
	DATE					•••	
	URL					•••	
	NGN	:				•••	
	RETAIL KIOSK NO.					•••	
	RETAILER KIOSK E-MAIL ACCNT. NO.					•••	
	RETAILE R NAME					•••	

F I G. 3A11



	T	1	1	T	Ţ	_	т	т	T	7	
MASTER DATABASE TABLE Maintained by Manufacturer database management subsystem	CONSUMER									•••	
	CONSUMER									•••	
	E-MAIL DELIVERY CRITERIA									•••	
	DESTINATION E-MAIL ADDRESS									•••	
	DATE									•••	
	URL									•••	
	UPN									•••	
	RETAIL KIOSK NO.									•••	
	MANUFACTURER (MIN)									• • •	

F1G.3A12



(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI) **CAPTURE** AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE HAVING A JAVA ENABLED GUI PROVIDED WITH i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK ii) A SECOND SINGLE-CLICK BUTTON FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE **CONSUMER E-MAIL ADDRESS** INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

 $\left(\begin{array}{c} \bullet \\ A \end{array}\right)$

F I G. 3A13A



A

USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPITRANSPORTING ENVELOPE (INDICATED AS "CAPTURE, SAVE & ATTACH") SO AS TO AUTOMATICALLY CAPTURE THE CONTENTS OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND STORE THE SAME AS AN HTML ENCODED DOCUMENT ATTACHED TO THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW TO BE CAPTURED, STORED AND ATTACHED TO THE OPENED CPITRANSPORTING ENVELOPE BEING

DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK (i.e. UP TO THE MAXIMUM NUMBER OF DOCUMENTS TO BE ATTACHED TO THE CPI-ENABLING ENVELOPE)

B

C

D

E

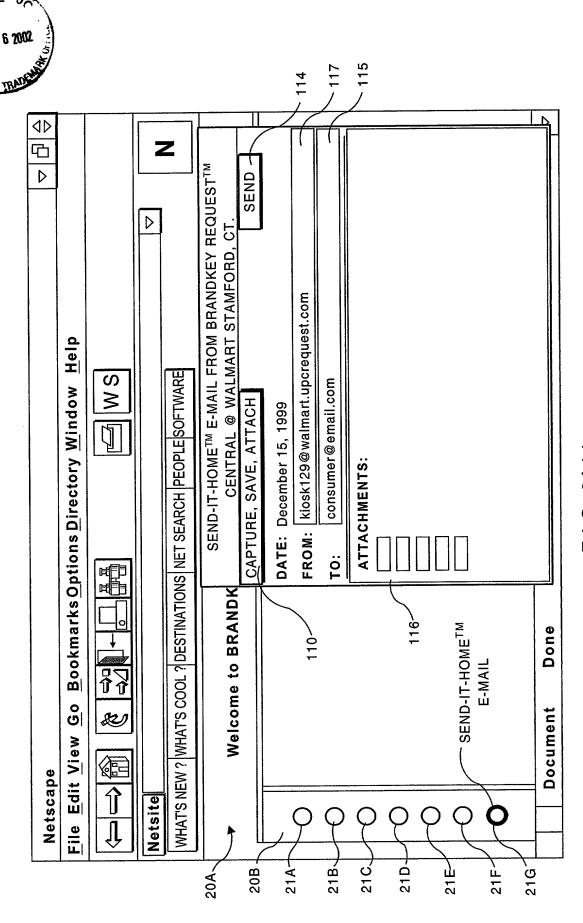




UPON CAPTURING, STORING AND ATTACHING A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER

- G



F I G. 3A14



(1) LAUNCH A CONSUMER PRODUCT INFORMATION (CPI)
CAPTURE AND TRANSPORT APPLICATION SERVICE ON AN
INTERNET ENABLED BAR CODE DRIVEN (BCD) CPI KIOSK OF
THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP
LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL
SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK
SCREEN A CPI-TRANSPORTING "ELECTRONIC-MAIL" ENVELOPE
HAVING A JAVA ENABLED GUI PROVIDED WITH
i) A FIRST SINGLE-CLICK BUTTON FOR CAPTURING AND
STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI
RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK

ii) A **SECOND SINGLE-CLICK BUTTON** FOR TRANSPORTING
COPIES OF THE ENVELOPE TO THE
E-MAIL ADDRESS OF CONSUMER

iii) A CONSUMER E-MAIL ADDRESS FIELD FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER

iv) A RETAILER E-MAIL ADDRESS FIELD CONTAINING A
PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE
KIOSK, INDICATING THE RETAIL STORE LOCATION, AND
POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPITRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE
OF THE ELECTRONIC MESSAGE TRANSMISSION

ENTER THE CONSUMER E-MAIL ADDRESS INTO THE CONSUMER
E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY
TYPING THE E-MAIL ADDRESS, READING A BAR CODED
CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S EMAIL ADDRESS AND OTHER INFORMATION ENCODED
THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE
CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME
OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER
INTERFACED WITH THE BCD CPI KIOSK)

 $\left(\begin{array}{c} \mathbf{A} \end{array}\right)$

F I G. 3A15A





USE THE UPN, TRADEMARK, PRODUCT DESCRIPTOR AND/OR COMPANY NAME ASSOCIATED WITH THE SOUGHT AFTER PRODUCT TO ACCESS A CONSUMER PRODUCT RELATED INFORMATION RESOURCE OF INTEREST ON THE WWW, AND DISPLAY THE SAME ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK WITHIN THE RETAIL SHOPPING ENVIRONMENT

SELECT THE FIRST SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE (INDICATED AS "CAPTURE & RECORD") SO AS TO AUTOMATICALLY CAPTURE THE URL OF A DESIRED CONSUMER PRODUCT RELATED INFORMATION RESOURCE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE BCD CPI KIOSK, AND RECORD THE SAME WITH THE MESSAGE FIELD OF THE CPI-ENABLING ENVELOPE

SEQUENTIALLY REPEAT STEPS C AND D FOR EACH CONSUMER PRODUCT INFORMATION RESOURCE ON THE WWW WHOSE URL IS TO BE CAPTURED AND RECORDED TO THE OPENED CPITRANSPORTING ENVELOPE BEING DISPLAYED ON THE DISPLAY SCREEN OF THE KIOSK

B

C

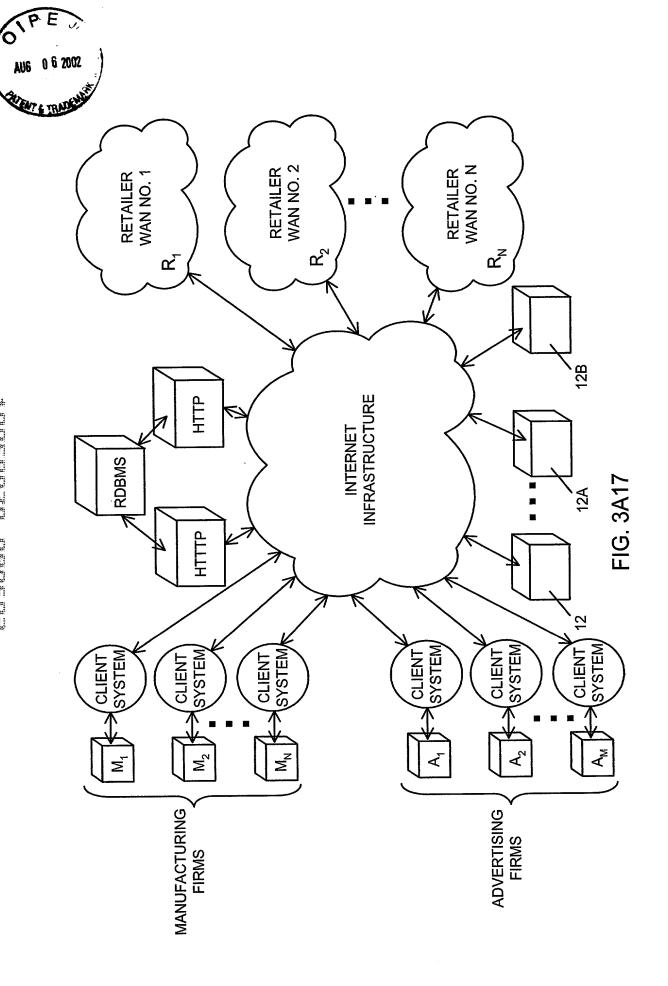
Ε

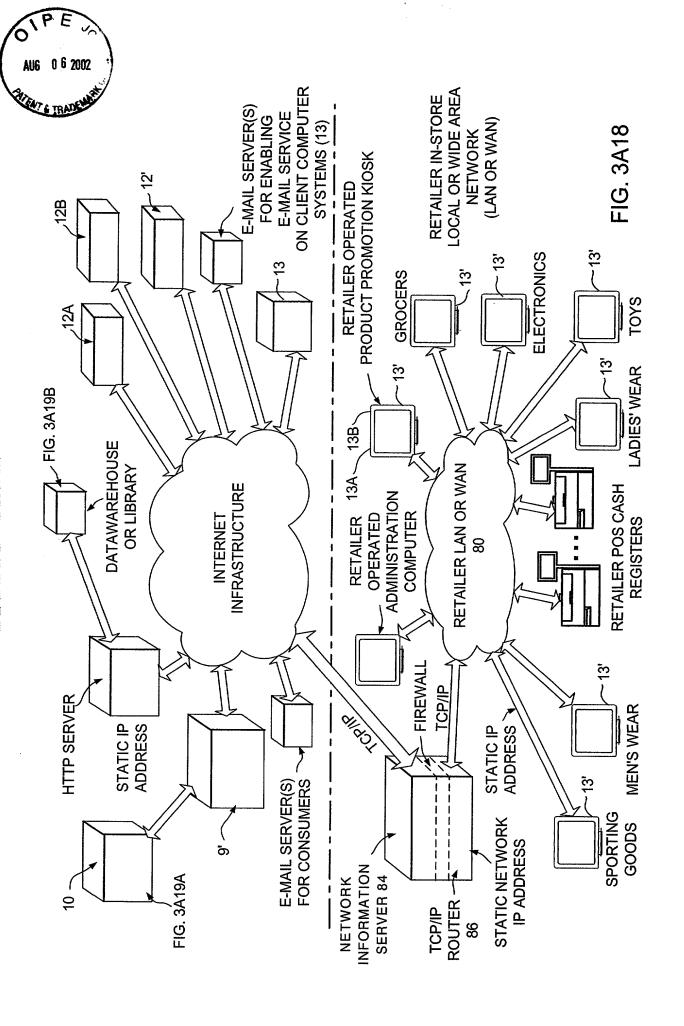




UPON CAPTURING AND RECORDING THE URLS OF A DESIRED NUMBER OF CONSUMER PRODUCT RELATED INFORMATION RESOURCES TO THE CPI-TRANSPORTING ENVELOPE, SELECT THE SECOND SINGLE-CLICK BUTTON ON THE CPI-TRANSPORTING ENVELOPE SO AS TO TRANSPORT (i.e. "SEND") THE CLOSED AND SEALED CPI-TRANSPORTING ENVELOPE TO THE E-MAIL ADDRESS ENTERED WITHIN THE CONSUMER E-MAIL ADDRESS FIELD OF THE CPI-TRANSPORTING ENVELOPE DURING STEP D, AND THEREAFTER, AUTOMATICALLY

MAINTAIN AN INFORMATION RECORD OF EACH CPI-TRANSPORTING ENVELOPE AND THE CONTENTS THEREOF ON THE E-MAIL SERVER ON EACH RETAILER TCP/IP INFORMATION NETWORK, AND TRANSPORT A COPY THEREOF TO THE CENTRAL E-MAIL SERVER



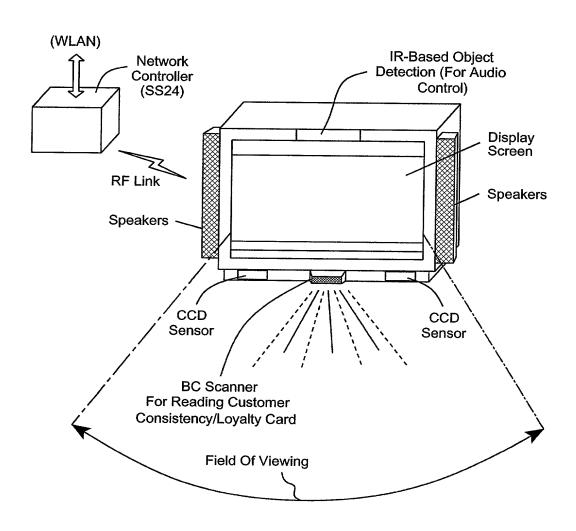




E-MAIL					•••	
PRODUCT DESCRIPTION					•••	
TRADEMARKS					•••	
URL NO. N					•••	
•		•			•••	
URL NO.1					•••	
RETAILER					•••	
NAN					•••	

FIG. 3A19A





Features:

- -Eye Training And Accounting Subsystem
- -Tracks Detected Eyeball

FIG. 3A19C

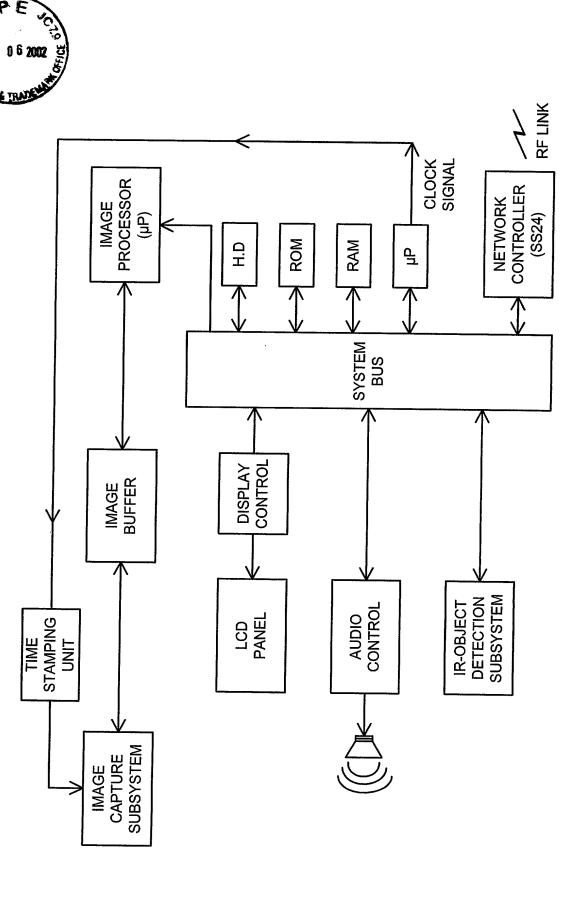


FIG. 3A19D



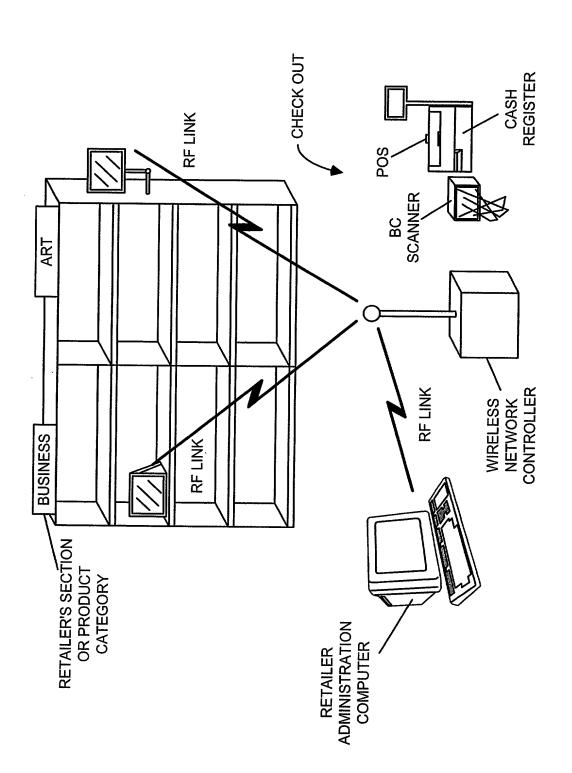


FIG. 3A20



DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1) DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER

ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3) DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE

DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)

FIG. 3A21A



EACH MANUFACTURER OR AGENT THEREOF CREATE AN INFORMATION RESOURCE FILE (IRF) FOR EACH UPN ASSIGNED PRODUCT IN ITS LINE, DESCRIBING, ADVERTISING, OR OTHERWISE PROMOTING THE PRODUCT TRANSPORT THE IRF TO AN INTERNET INFORMATION SERVER FOR STORAGE AT A LOCATION WITHIN THE SERVER SPECIFIED BY A URL LINKED TO THE UPN OR THE PRODUCT INSTALL THE PRODUCT PROMOTION KIOSKS WITHIN A RETAIL SHOPPING ENVIRONMENT USE RETAIL ADMINISTRATION CLIENT TO PROGRAM: (i) THE PRODUCT ADVERTISEMENTS TO BE DISPLAYED IN THE ADVERTISEMENT DISPLAY FRAME OF A PARTICULAR PRODUCT PROMOTION KIOSK IN THE RETAIL SHOPPING ENVIRONMENT (e.g. D, FOR A GIVEN PERIOD OF TIME); (ii) THE PROMOTIONAL MESSAGE (e.g. 20% DISCOUNT) TO BE DISPLAYED IN THE PROMOTIONAL FRAME THEREOF: (iii) THE LOCATION OF THE PRODUCT IN THE STORE (e.g. STORE SECTION, OR CATEGORY)

FIG. 3A22A





DISPLAY PRODUCT ADVERTISEMENTS, PROMOTIONS AND PRODUCT LOCATIONS ON PRODUCT PROMOTION KIOSKS THROUGHOUT THE RETAIL SHOPPING ENVIRONMENT IN ACCORDANCE WITH THE SCHEDULE PROGRAMMED BY THE RETAILER ADMINISTRATION CLIENT

DURING PRODUCT PROMOTION DISPLAY, COLLECT INFORMATION REGARDING:

- (i) THE NUMBER OF EYES LOOKING AT EACH PRODUCT ADVERTISEMENT OR A PARTICULAR PRODUCT PROMOTION KIOSK, AND
- (ii) THE NUMBER OF PRODUCTS SOLD IN THE RETAIL SHOPPING ENVIRONMENT ON A PARTICULAR DAY

REPROGRAM THE PRODUCT PROMOTION KIOSKS IN RESPONSE TO THE INFORMATION COLLECTED AT BLOCK F SO AS TO ARCHIVE THE PRODUCT PROMOTION GOODS WITHIN THE RETAIL SHOPPING ENVIRONMENT

FIG. 3A22B



PRODUCT PROMOTION PROGRAMMING TABLE

URL-DF4						•••	
URL-DF3						•••	
URL-DF2						•••	
URL-DF1						•••	
STATIC IP	ADDRESS					•••	
RETAILER KIOSK NO	MOON INC.					•••	
DATE:	IIME (IN ERVALS)					•/ • •	

FIG. 3A23



# OF UPN SOLD ON 4TH DATE				
# OF UPN SOLD ON 3RD DATE				
# OF UPN SOLD ON 2ND DATE				
# OF UPN SOLD ON SAME DATE				
URL/AD				
EYE COUNTS				
TIME/DATE				
UPN (PRODUCT)				

FIG. 3A24

REPORT

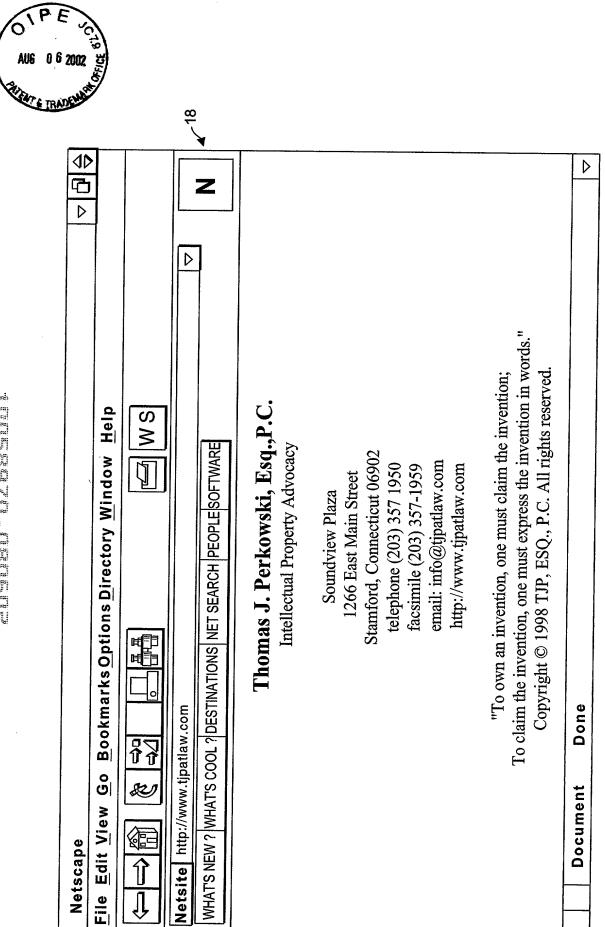


FIG. 3B

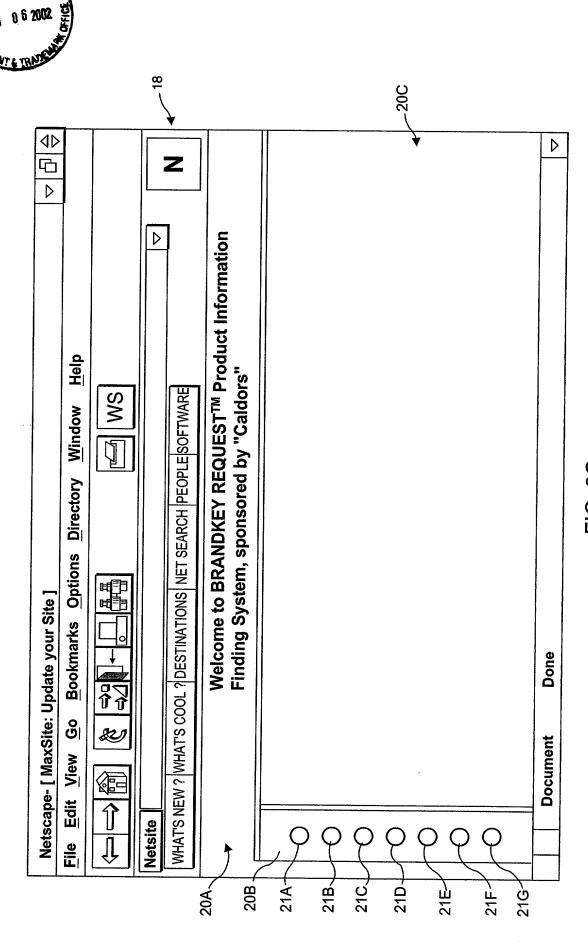


FIG. 3C

AU6 0 6 2002

STEVIE IN	entir.	T		- 	 . _j				
	STATUS							•••	
	CPIR APPLETS							•••	
	e-mail ADDRESS							•••	
	TRADE/ SERVICE MARKS	POWER MAC	CREST	ZANTAC ZANTAC 75		KODAK		• • •	SONY
	UNIFORM RESOURCE LOCATOR (URL)	http:// www.power.com/pc	http:// www.tooth.com/pc	http:// www.zantac.com/pc		http:// www.kodak.com/pc		•••	http://www.sony.com/ pc
	PRODUCT DESCRIPTION	POWER MAC 7600/120 COMPUTER	TOOTH PASTE	ACID REDUCER		FILM PROCESSING		•••	PERSONAL COMPUTER
	REGISTRANT'S NAME AND ADDRESS	APPLE COMPUTER, INC. CUPERTINO, CA.	PROCTOR & GAMBLE	WARNER WELCOME		KODAK, INC.		•••	SONY, INC.
	IP / SN	7/18908/ 17674/0	0/373/100/6	3/12547/ 68404/0		0/00005/ 17643/4		•••	0/27242/ 51057/9

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST, CPIR-ENABLING APPLET LIBRARY



	 	 	·
PRODUCT ADVERTI- SEMENT INFORMATION FIELD			
PRODUCT PRODUCT MISCELLA- INCENTIVE REVIEW NEOUS INFORMATION INFORMATION FIELD FIELD			
PRODUCT REVIEW INFORMATION FIELD			
PRODUCT WARRANTY / SERVING INFORMATION FIELD			
PRODUCT UPDATE INFORMATION FIELD			
URL; SPECIFICATION UPDATE W/ INFORMATION FIELD FIELD			
URL;			

FIG. 4A2



STATUS							
E-MAIL ADDRESS							
TRADE/SERVICE MARKS	NETSCAPE, NAVIGATOR		QUAKER	COCA - COLA, COKE	GEFFEN	•••	
PRODUCT DESCRIPTION	INTERNET		OATMEAL	COCA SODA	PAT METHANY AUDIO CD		
REGISTRANT'S NAME AND ADDRESS	NETSCAPE COMMUNICATIONS CORP.		QUAKER, INC.	COLA COLA, INC.	WARNER BROS.		
NS/dI	7/05089/37460/7		0/30000/01020/4	0/496/390/1	0/7599/24245/2		

FIG. 4B



Manufacturer	Company Name	Street Address	City	State	Postal Code	Country	Manufacturer ID Number	Contact Person	Phone Number	E-Mail	Domain Name	Website Creation Date	Website Existence	Manufacturer Website HDI	ייימוומומטימופן איפטאופ סאב	
(<u> </u>	V ∀	∀	∀	4	4	—			1	∢	<u></u>	<u> </u>	<u> </u> ∢	A	
Consumer Product		← UPC Number	Company Name	Manufacturer ID Number	Manufacturer Product Number	Manufacturer Website URL	Product Description	7	Information Resources on the WWW [①		UPC Number	Manutacturer ID Number	Manutacturer Product Number	Company Name	URL for Product Description	
		⋖	⋖	A	A	⋖	⋖	⋖	A	A	⋖	⋖		√	(<	
Manufacturer		Company Name	Street Address	City	State	Postal Code	Country	Manufacturer ID Number	Contact Person	Phone Number	E-Mail	Domain Name	Website Creation Date	Website Existence	Manufacturer Website URL	

4C

FIG. 4C1



Consumer Product

UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package

FIG. 4C2

URL For Company Stock Purchase **URL For Direct Product Purchase** URL For Company Annual Report **URL For Complementary Product** URL For Complementary Product **URL For Complementary Product** URL For WWW Advertisement URL For WWW Advertisement URL For WWW Advertisement URL For Product Retailer No.3 Manufacturer Product Number URL For Product Retailer No.2 URL For Product Retailer No.1 Info. Resources on WWW **URL For Product Description URL For Product Wholesaler** URL For Product Wholesaler **URL For Product Wholesaler URL For Warranty Service URL For Product Manual** Manufacturer ID Number Company Name **UPC** Number

FIG. 4C3



RETAILER

Company Name

Street Address

City

State

Postal Code

Country

Manufacturer ID Number

Contact Person

Phone Number

E-Mail

Domain Name

Website Creation Date

Website Existence

Manufacturer Website URL

Manufacturer No. 1

Manufacturer No. 2

Manufacturer No. 3

Manufacturer No. 4

Manufacturer No. 5

Manufacturer No. 6

Manufacturer No. 7

Manufacturer No. 8

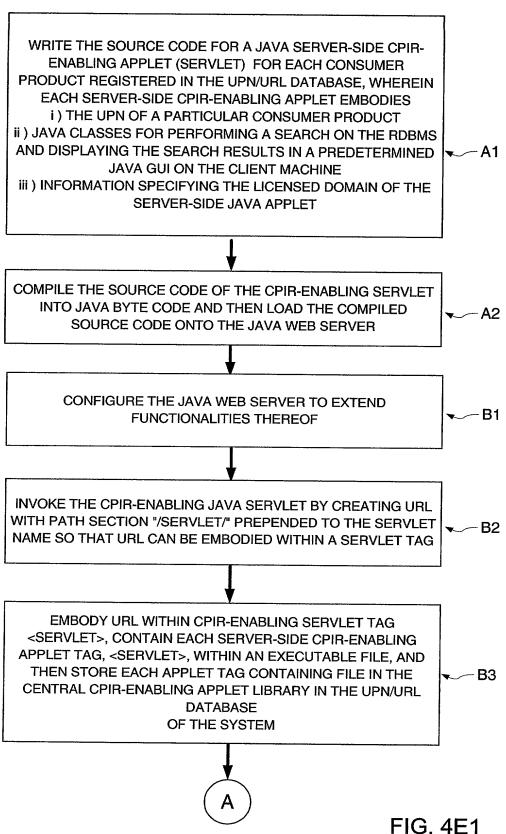
Manufacturer No. 9

Manufacturer No. 10

Manufacturer No. N

FIG. 4D









DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE SERVER-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE ECENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

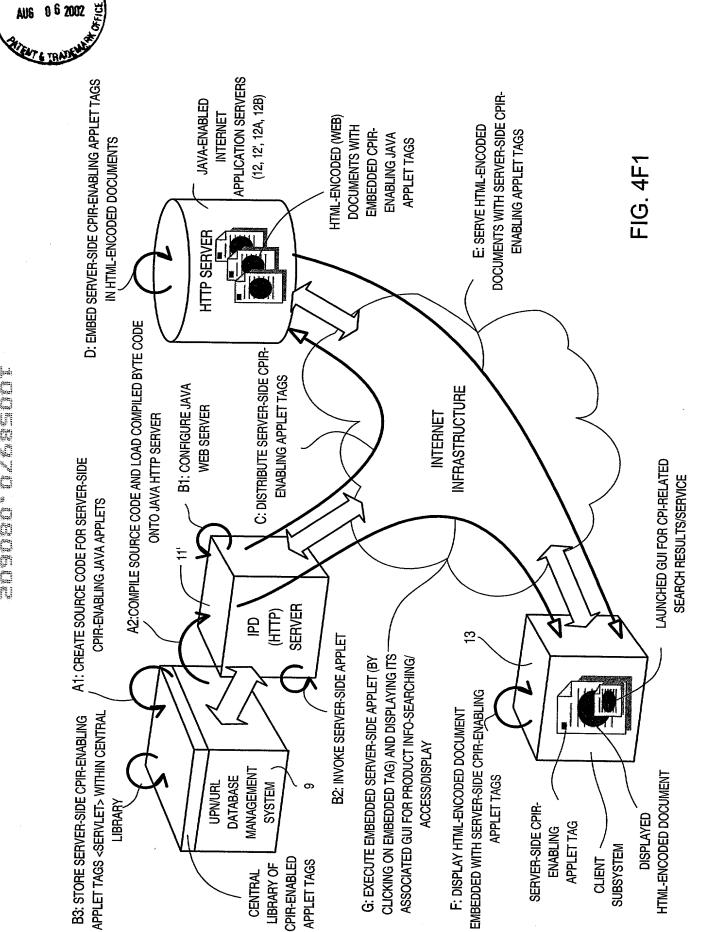
SERVE HTML-ENCODED DOCUMENTS HAVING
ONE OR MORE OF EMBEDDED SERVER-SIDE CPIR-ENABLING
APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED
CLIENT SUBSYSTEMS

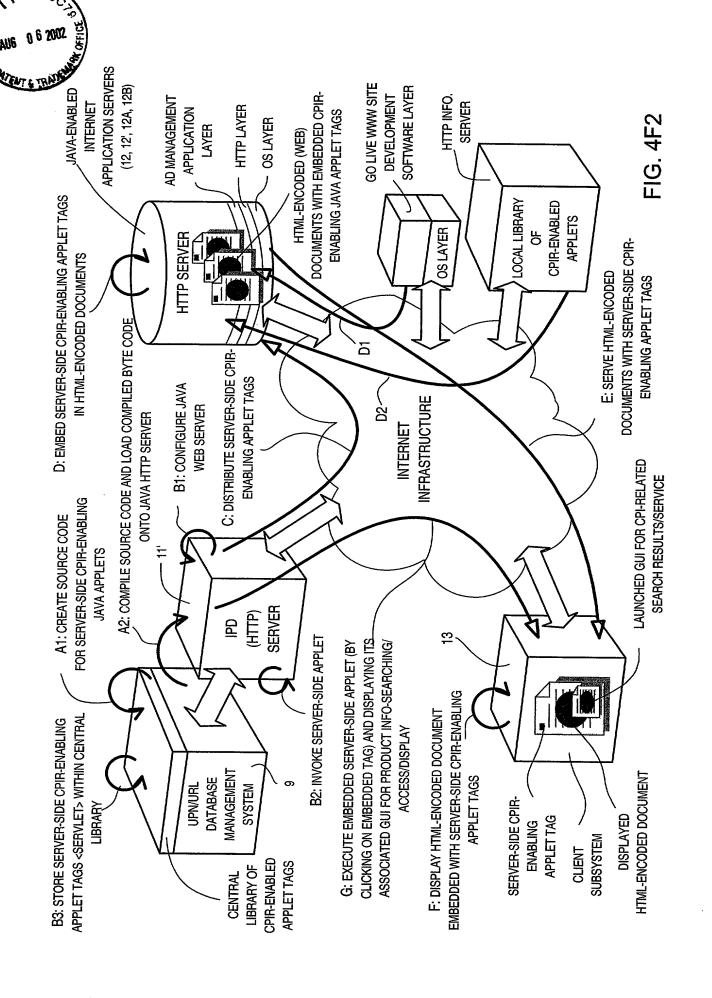
- E

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED SERVER-SIDE CPIR-ENABLING APPLET TAGS

EXECUTE THE ASSOCIATED UPN-ENCODED SERVER-SIDE
APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING
ON THE CPIR-ENABLING APPLET WHEREBY THE RDBMS SEARCH
RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON
THE SEARCH-REQUESTING CLIENT SUBSYSTEM

FIG. 4E2







WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE

CPIR-ENABLING APPLET EMBODIES:

i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
ii) JAVA CLASSES FOR CALLING A CGI ON THE JAVA WEB
SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND
DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI
ON THE CLIENT SUBSYSTEM

~~A1

-A2

-B1

iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

A

FIG. 4G1



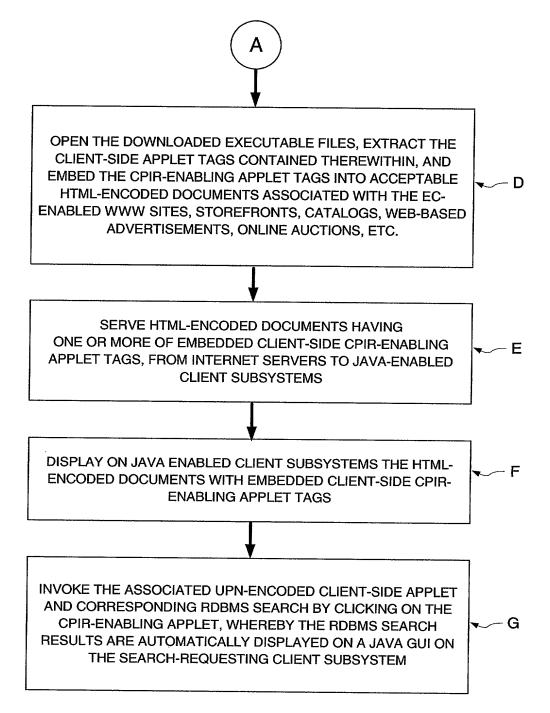
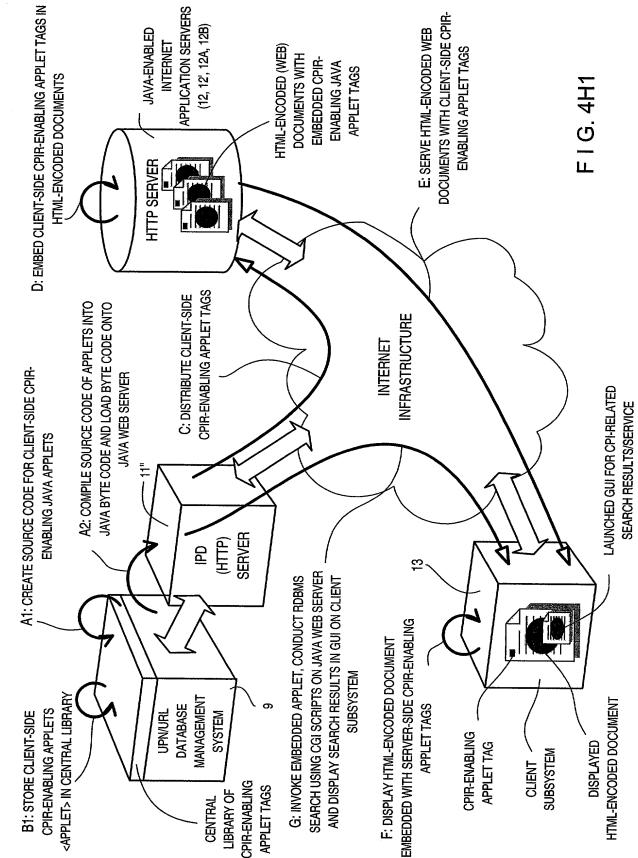
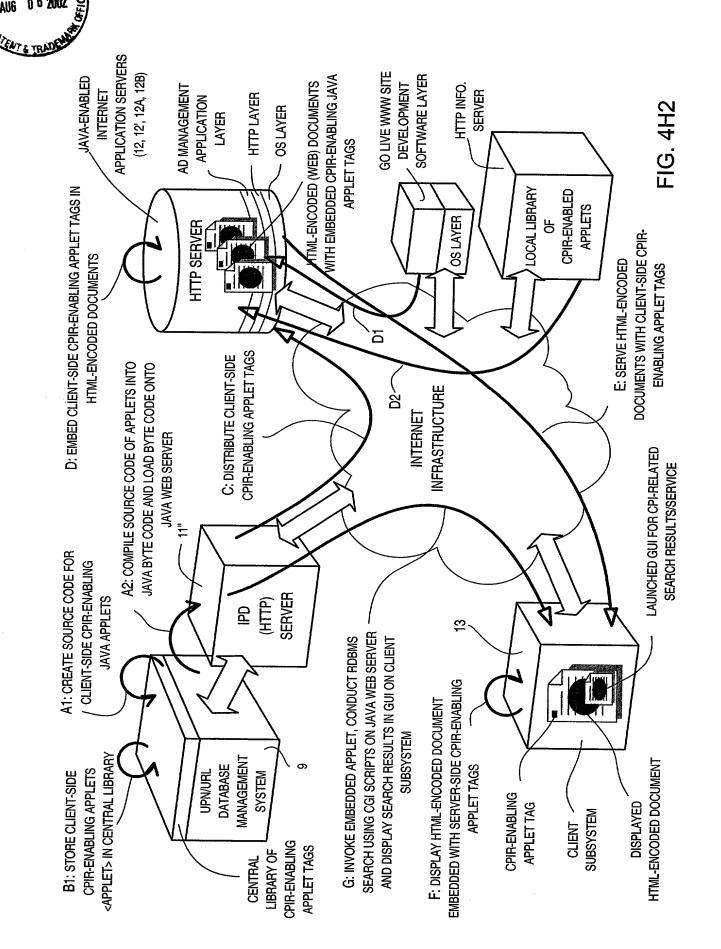


FIG. 4G2









WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDE CPIR-ENABLING APPLET EMBODIES:

- i) THE UPN OF A PARTICULAR CONSUMER PRODUCT
 ii) JAVA CLASSES FOR CREATING A SOCKET CONNECTION
 BETWEEN THE CLIENT SYSTEM AND JAVA WEB SERVER AND TO
 PERFORM A SEARCH ON THE RDBMS SERVER, AND DISPLAYING
 THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE
 CLIENT SUBSYSTEM
- iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE CLIENT-SIDE JAVA APPLET

COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER

∼ A1

—B1

 $-\mathbf{C}$

CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG, <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE SYSTEM

DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.



FIG. 411





OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE ECENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

- D

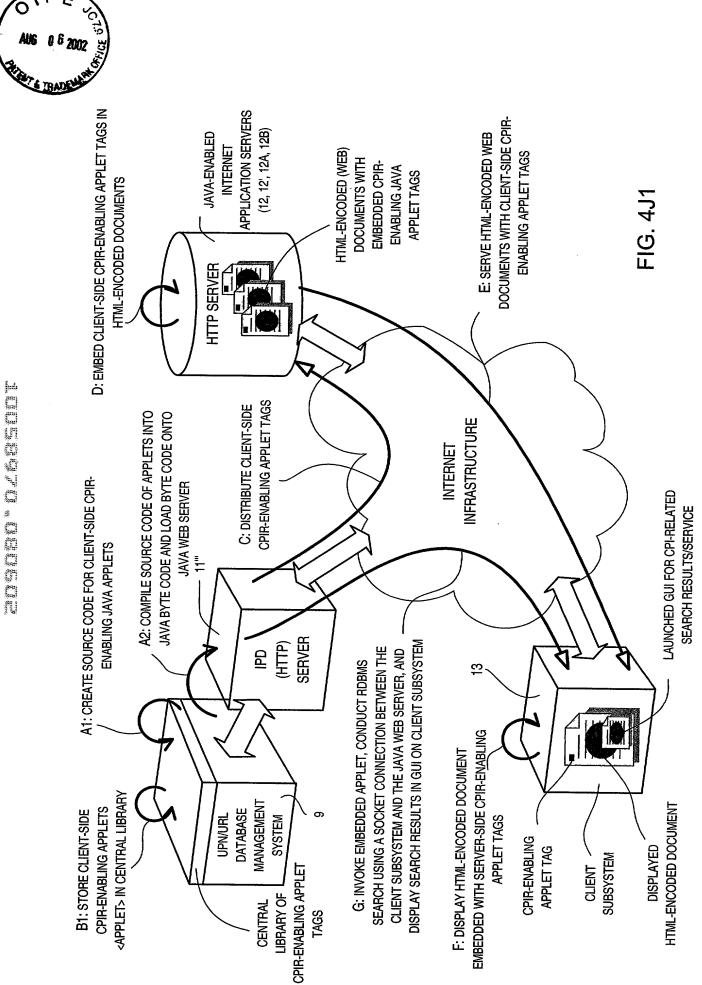
- E

SERVE HTML-ENCODED DOCUMENTS HAVING
ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING
APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED
CLIENT SUBSYSTEMS

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS

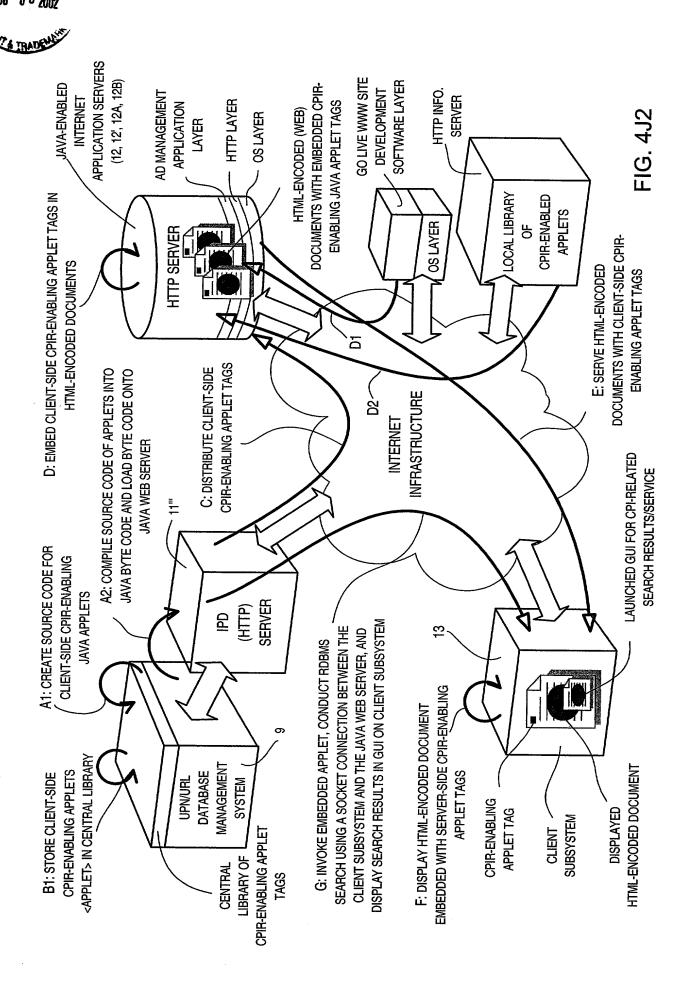
INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

FIG. 412



CENTRAL







WRITE THE SOURCE CODE FOR A JAVA CLIENT-SIDE CPIR-ENABLING APPLET FOR EACH CONSUMER PRODUCT REGISTERED IN THE UPN/URL DATABASE, WHEREIN EACH CLIENT-SIDÉ CPIR-**ENABLING APPLET EMBODIES:** i) THE UPN OF A PARTICULAR CONSUMER PRODUCT ii) JAVA CLASSES FOR CALLING AN RMI ON THE JAVA WEB - A1 SERVER TO PERFORM A SEARCH ON THE RDBMS SERVER AND DISPLAY THE SEARCH RESULTS IN A PREDETERMINED JAVA GUI ON THE CLIENT SUBSYSTEM iii) INFORMATION SPECIFYING THE LICENSED DOMAIN OF THE **CLIENT-SIDE JAVA APPLET** COMPILE THE SOURCE CODE OF EACH CPIR-ENABLING APPLET -A2 INTO JAVA BYTE CODE AND THEN LOAD THE JAVA BYTE CODE ONTO THE JAVA WEB SERVER CONTAIN EACH CLIENT-SIDE CPIR-ENABLING APPLET TAG. <APPLET>, WITHIN AN EXECUTABLE FILE, AND THEN STORE EACH APPLET TAG CONTAINING FILE IN THE CENTRAL CPIR-**▼** B1 ENABLING APPLET LIBRARY IN THE UPN/URL DATABASE OF THE **SYSTEM** DISTRIBUTE THE APPLET TAG CONTAINING FILES TO RETAILERS, WHOLESALERS, ADVERTISERS AND THE LIKE BY FTP, XML/EDI, OR OTHER ELECTRONIC DATA INTERCHANGE PROTOCOLS.

FIG. 4K1





OPEN THE DOWNLOADED EXECUTABLE FILES, EXTRACT THE CLIENT-SIDE APPLET TAGS CONTAINED THEREWITHIN, AND EMBED THE CPIR-ENABLING APPLET TAGS INTO ACCEPTABLE HTML-ENCODED DOCUMENTS ASSOCIATED WITH THE ECENABLED WWW SITES, STOREFRONTS, CATALOGS, WEB-BASED ADVERTISEMENTS, ONLINE AUCTIONS, ETC.

– D

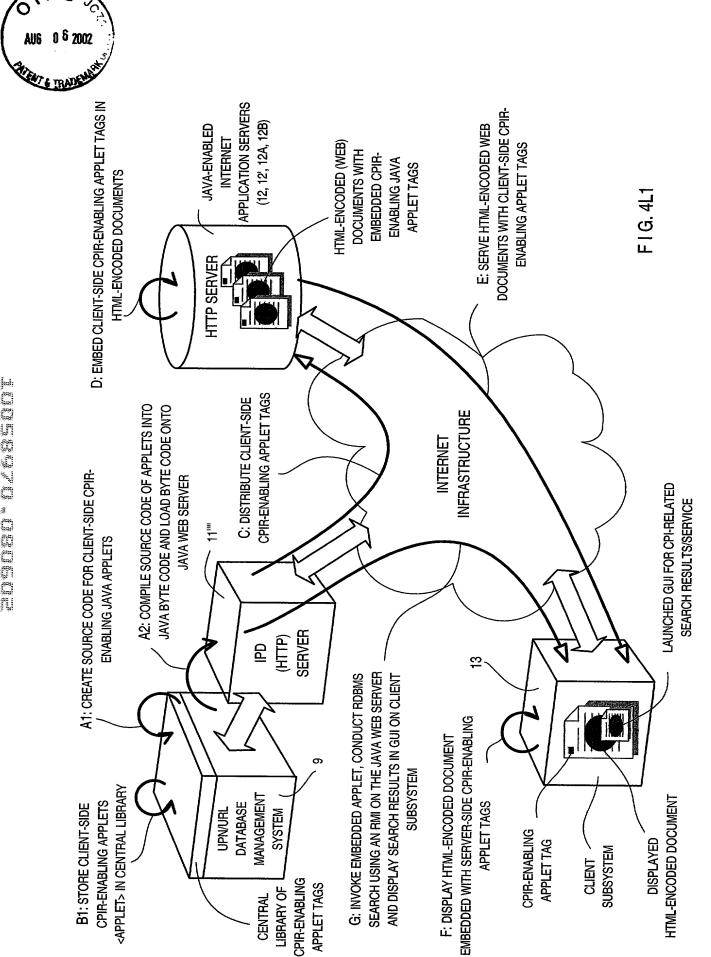
•~ E

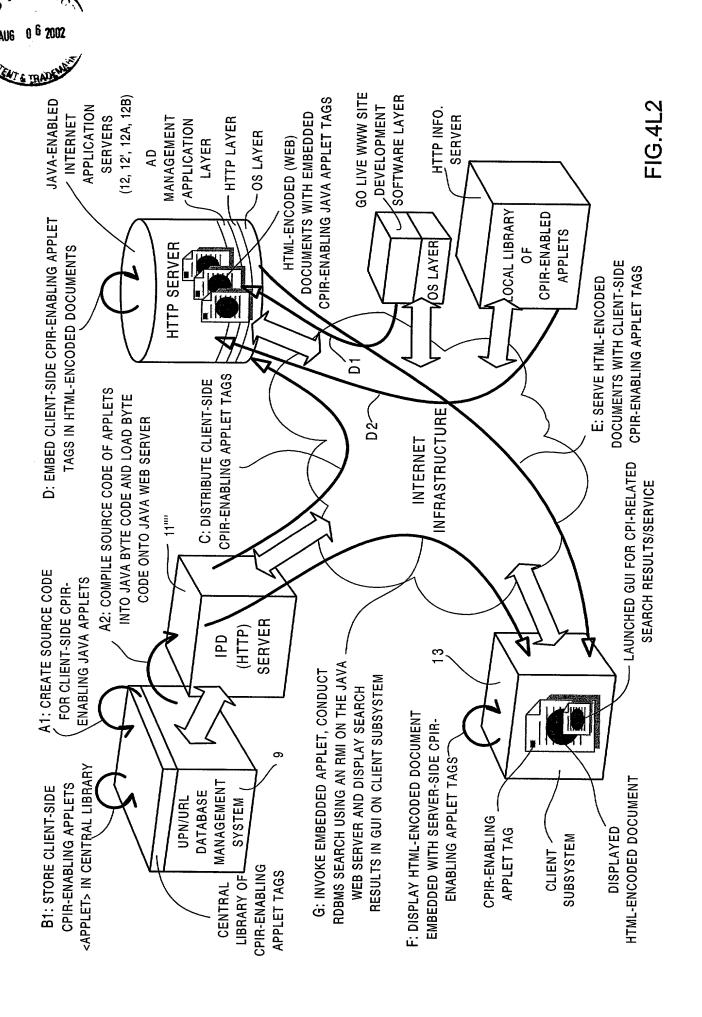
SERVE HTML-ENCODED DOCUMENTS HAVING
ONE OR MORE OF EMBEDDED CLIENT-SIDE CPIR-ENABLING
APPLET TAGS, FROM INTERNET SERVERS TO JAVA-ENABLED
CLIENT SUBSYSTEMS

DISPLAY ON JAVA ENABLED CLIENT SUBSYSTEMS THE HTML-ENCODED DOCUMENTS WITH EMBEDDED CLIENT-SIDE CPIR-ENABLING APPLET TAGS

INVOKE THE ASSOCIATED UPN-ENCODED CLIENT-SIDE APPLET AND CORRESPONDING RDBMS SEARCH BY CLICKING ON THE CPIR-ENABLING APPLET, WHEREBY THE RDBMS SEARCH RESULTS ARE AUTOMATICALLY DISPLAYED ON A JAVA GUI ON THE SEARCH-REQUESTING CLIENT SUBSYSTEM

FIG. 4K2







Stransbieren Diplember ist in der ber				
BRANDKEY RE	:QUEST™ C(ONSUMER PRODU	DKEY REQUEST™ CONSUMER PRODUCT INFORMATION SERVER	I SERVER
BrandKey Request™	CER	TRALLIBRARY OF CT	CENTRAL LIBRARY OF CPIR-ENABLING APPLETS	9 0
Trademark™	UPCING		Manufacturer No.	Downbac
Home-Page™	Despring	Power Nec Computer.	Codiscosino	Classian to Description
-	The state of the s			•
Product Description IM				•
Brandlinx™				ě
				•
Send-It-Home™				•
		The second secon		•

FIG. 4M1



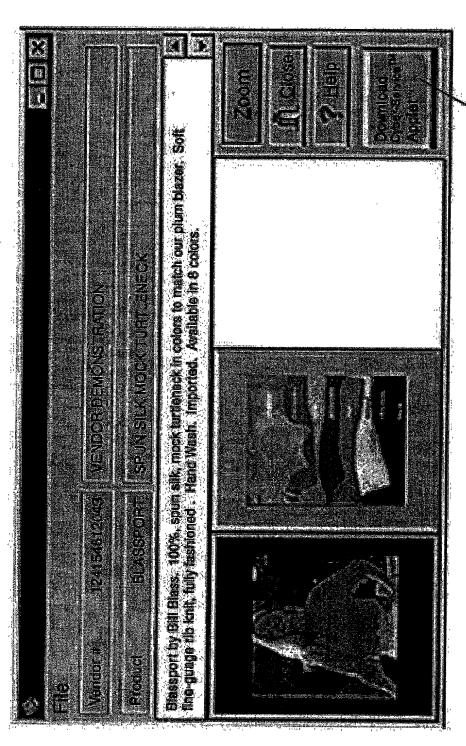


FIG. 4M2

~ 8



	Take and for the formation of the formation of the formation search for the formation search search formation search for	News & Media CalCorreses Newpapers IV CalCorreses Newpapers IV CalCorreses Newpapers IV MeKinger site to to the file of the fi
To Yahreni - Materiapo To Karama Mariando Maria	Testing Mail Error erral for life Taltool Shopping - Comoutte Mail: Calendar - National Rogin Regis Mail: Calendar - National Communication	Arts & Humanities Literature Photography Business & Economy Computers & Internet Business Warm Sothwar Cames Education

FIG. 4N



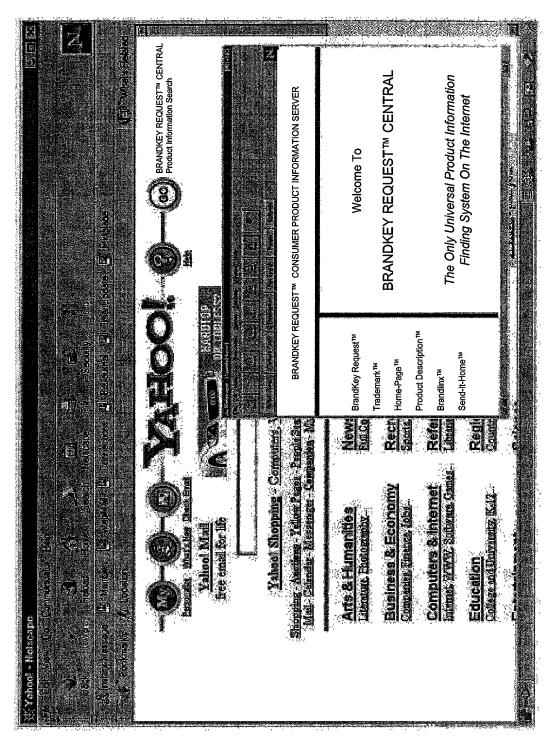


FIG. 4N2



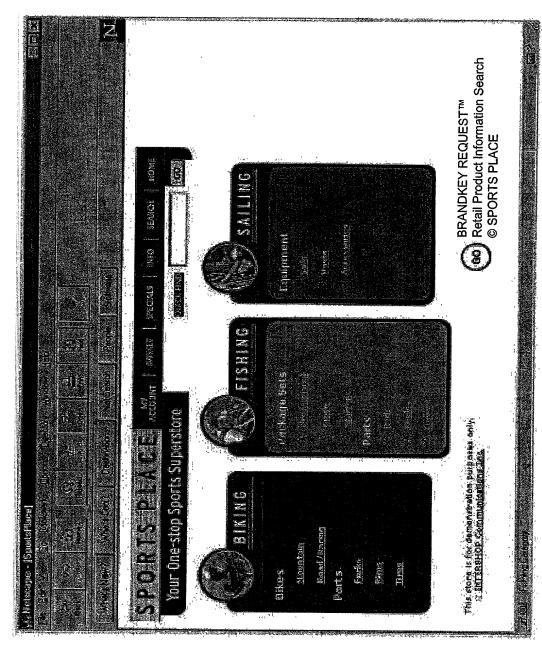


FIG. 401



	TANGER THE PROPERTY OF THE P	BRANDKEY REQUEST** CONSUMER PRODUCT INFORMATION SERVER	The first three forms to the first three t	A BANDICK REQUEST? A BANDICK REQUEST.
Was described a Sprotte Place See East Manager Place See East Ma	Vour One-stop Sports Sugnerstone	S - R I I I	Brandkey Request** Fig. 1. Fig. 1. Fig. 1. Freduct Description** Brandlinx** Send-it-Home***	MITERIHOF Continuation that Inc.

FIG. 402



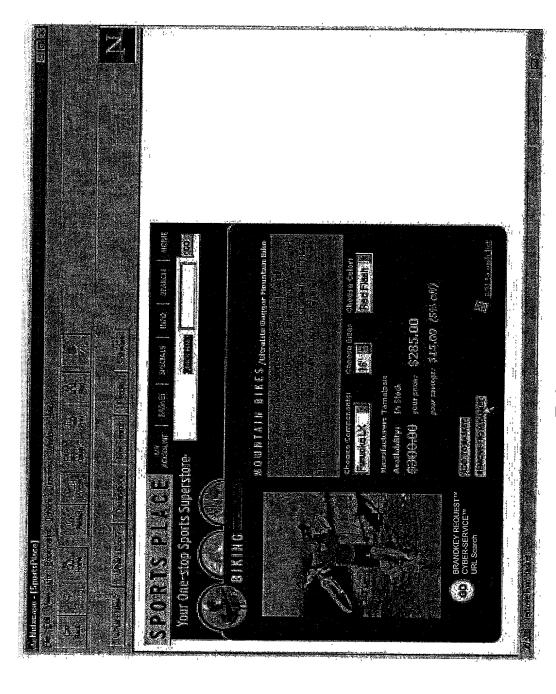


FIG. 4P1



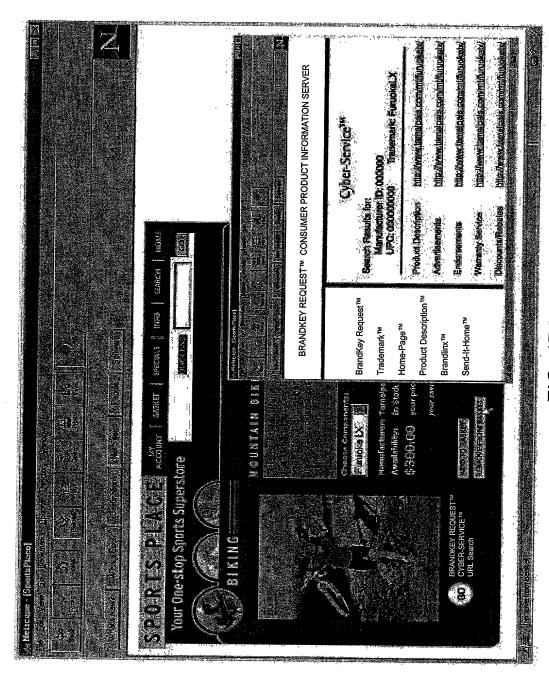


FIG. 4P2





FIG. 4Q1



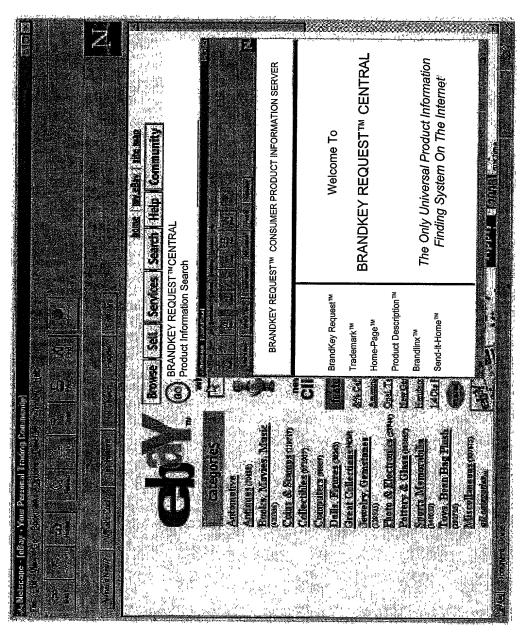


FIG. 4Q2



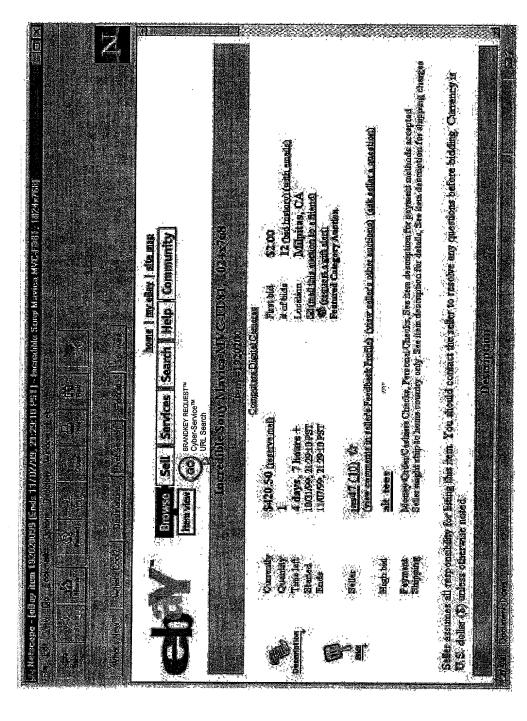


FIG. 4R1



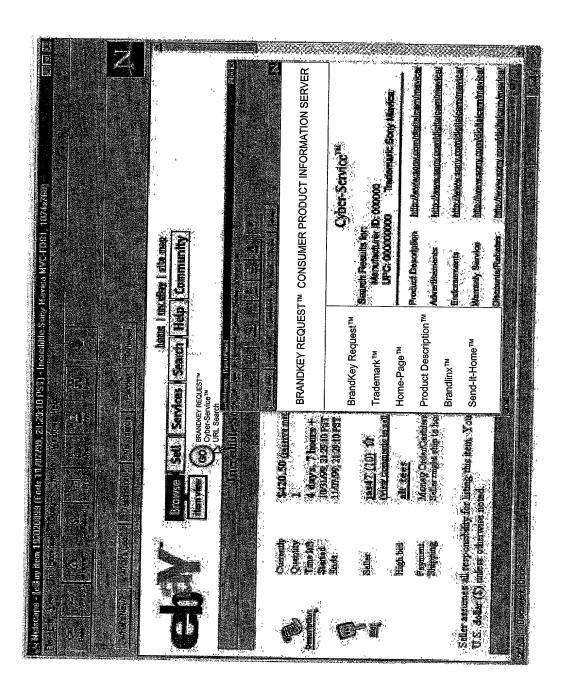


FIG. 4R2



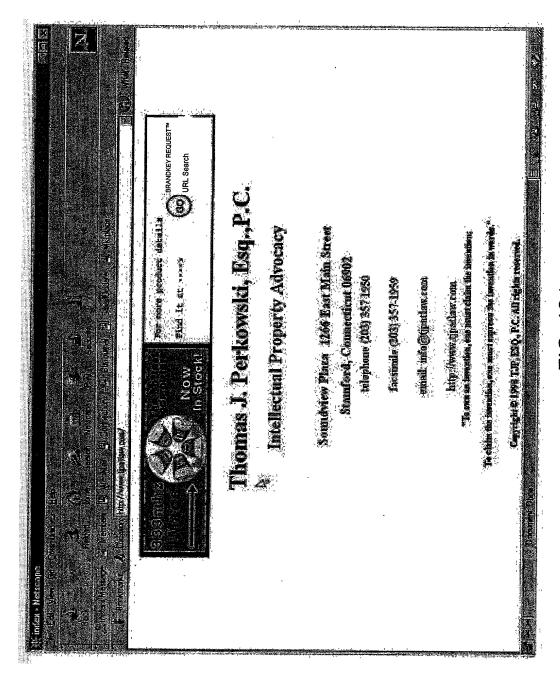


FIG. 4S1



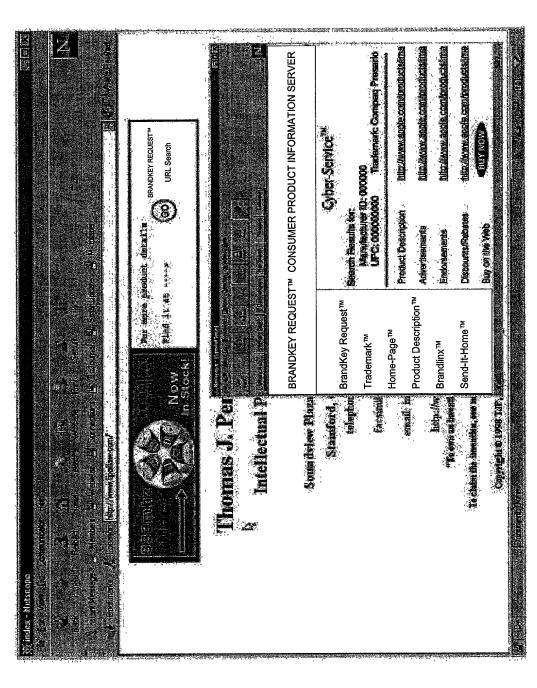


FIG. 4S2



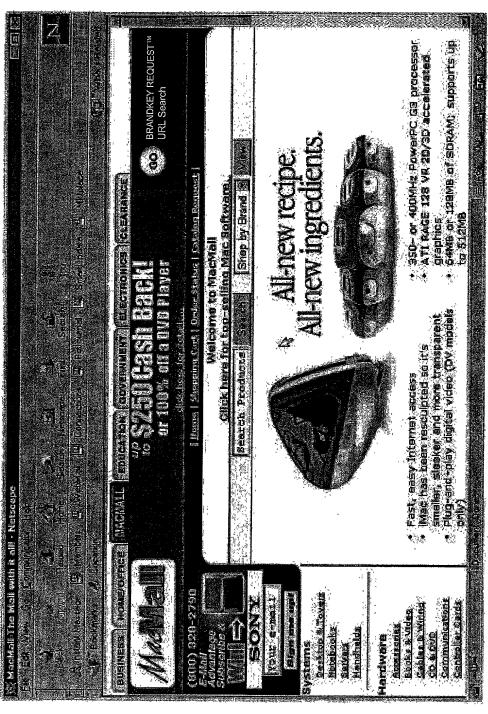


FIG. 4S3



tiens • Mat	agie							
					a			2
		Section 12 Comments	1	Transport	Shadiologic	Transaction (
		ii Mili //www.cade.com/cateri progripacogo Ancastri Sirok	ei/geogl/spl	spic-Ho.ent.	1.04	And the state of t		i en la electrica
EXTRADE"		THORS	(38)	SILEBALE	The Common of th			
Forme Perdolles R	Mirante	Military W. William & Research	Mary Trade	d neces	nt Sepaices	Treding Account Saviews 22 Caff Chaide		,
Treatment of the second of the		in the line.			Pira i galanda	Tevembil 22/1999 9/28/MM EST		
Stocks & United	Salute	Sometican Comments (1995) Durie Style (1985) (1985)		C. Etne Pa			, 5	
							2	
	PROCTE	PRUCTER A CHRULE US (PG)	Œ	No.	sember 59, 1893 Clasin	Hopember 33, 1933 A.20 PM EST & S		
		TALK Duck here that from E fluxean han his her the standar			Sterio Terri	If al Coulens		
	3	7, a.t.	Change (0,00)		Distuse	Bel Auri		
After Hours, Traduca	温		*					
Professional Falls	BldStre		Mak State 100	8				
		Q	11	CONTRACTOR OF THE PROPERTY OF				
				40 CF		To Espainant evalt.		
The United Section 1	£			90.00	LANK LAND	Small: 1 day & day man, 1 m.		Ž.
	E Z	Sewing 100 (3) to (11/17/100) sewing 42 (1701/1999)	dibili szwaki	o strings				
LiOJ'E		BRANDKEY REQUEST™ Trademark-Directed URL Search						
lioj:		\$,
							H	

FIG. 4T1

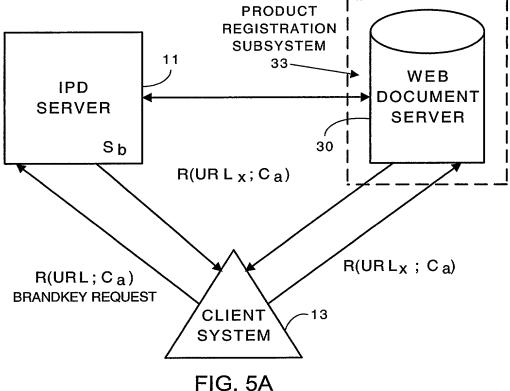


1001	active The second second				
State Message Upon	i antonia <mark>Establicado</mark> Hebbs (Mariamentaliado	n nom i en generalista i i i i i i i i i i i i i i i i i i i	nojnal 🚂 smanlardin. 🔁 m opičiPierekitiStock		7 (PI) 7 (S.C.)
	onà	Three Co.	STEMAP HUP	The state of the s	
Home Purificilies Markett Children (Chann)	A STATE OF THE STA	Wite warth Tradition	g Account Service	Account Services 52 511 Guide Recount Revenues	e e
	mew in which	About the Espain Park			3 -12 -13 -13 -13 -13 -13 -13 -1
Stocke & Outlone					Z
Munial Funds			UEST™ CONSUME	BRANDKEY REQUEST" CONSUMER PRODUCT INFORMATION SERVER	ON SERVER
POWER PROPERTY.		:		Trademark-Directed URL Search	Search
	bid Size 100	BrandKey Request™	HE ST		
Muswerthe Center	Volume 0	Trademark™	Tractement	Manulaeturar ID: 000000 Trademaric Procter & Gamble	
	Dayramue 108 1	Home-Page™		Product Describion	
	EP45	Product Description™			
SĮ L	50WH 100 1	Brandlinx™	XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX		
m (100)	BrandKey Trademark- URL Search	Send-It-Home [™]		- € - × 2 - × 2	
no k					E E

FIG. 4T2



MANUFACTURER / PRODUCT REGISTRATION MODE



MANUFACTURER WEBSITE SEARCH MODE

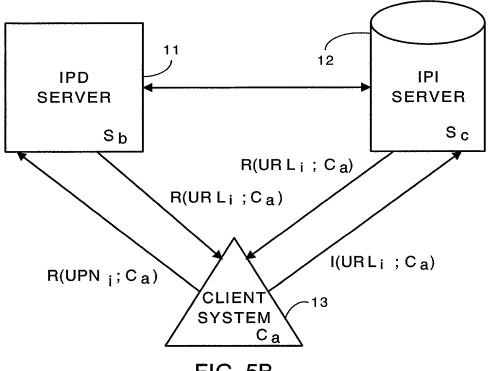
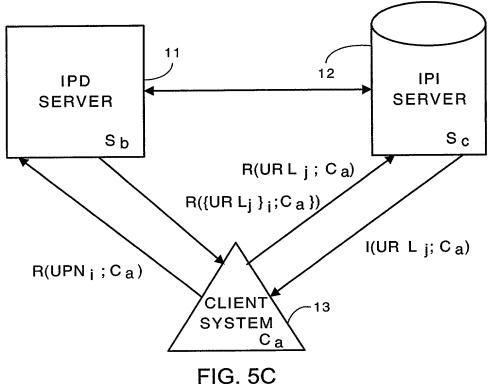
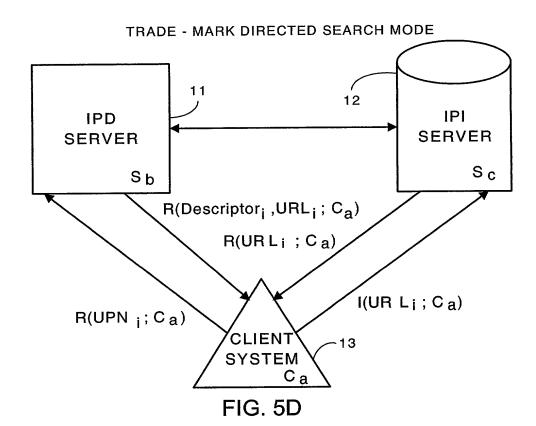


FIG. 5B



UPN - DIRECTED INFORMATION ACCESS MODE







PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

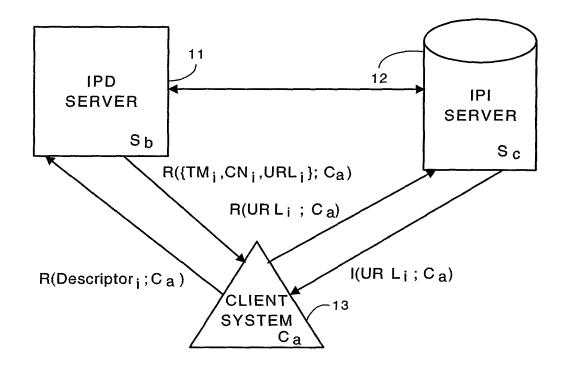


FIG. 5E



ACTIVATE MANUFACTURER / PRODUCT REGISTRATION MODE BY SELECTING MODE ACTIVATION CHECK BOX ON CONTROL STRIP OF GUI DISPLAYED ON CLIENT SYSTEM, AND SENDING HTTP REQUEST TO IPD SERVER OF IPI FINDING AND SERVING SUBSYSTEM

IPD SERVER SENDS HTML DOCUMENT TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI THEREOF

THE MANUFACTURER FOLLOWS INSTRUCTIONS
DISPLAYED ON THE HTML DOCUMENT LINKING TO
WEB DOCUMENT SERVER OF THE
MANUFACTURER /PRODUCT REGISTRATION
SUBSYSTEM AND CARRYING OUT OF THE
PROCEDURES MANAGED THEREBY

FIG. 6A

В



SELECT MANUFACTURER WEBSITE SEARCH MODE BY SELECTING DESIGNATED CHECK BOX BUTTON IN CONTROL FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM IPD SERVER SENDS HTML FORM TO REQUESTING В CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM ENTER UPN ON CONSUMER PRODUCT INTO INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND C HTML FORM (WITH UPN VALUE) TO THE CGI OF IPD SERVER IN THE SELECTED MODE THE HTTP PROGRAM OF THE IPD SERVER PASSES UPN TO CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND THE URL OF THE HOME PAGE OF THE Ε MANUFACTURER OF THE PRODUCT HAVING THE UPN INPUT TO THE HTML FORM THE CGI CREATES AN OUTPUT HTML FORM WITH RESULTS FROM THE RDBMS SEARCH THE URL OF THE MANUFACTURERS WWW HOME PAGE G IS SELECTED BY CONSUMER OR SALES CLERK TO LINK TO HOME PAGE THEREOF



SELECT UPN - DIRECTED SEARCH MODE BY SELECTING DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF REQUESTING CLIENT SUBSYSTEM

IPD SERVER SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM

ENTER UPN ON CONSUMER PRODUCT INTO INPUT BOX
OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND
HTML FORM (WITH UPN VALUE) TO THE CGI OF
THE IPD SERVER IN THE SELECTED MODE

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE UPN TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR THE RDBMS OF THE IPD SERVER

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLs POINTING TO THE HTML
DOCUMENTS PUBLISHED ON THE INTERNET AND
CONTAINING INFORMATION RELATING TO THE CONSUMER
PRODUCT HAVING THE UPN ENTERED INTO THE INPUT OF
THE HTML FORM

THE CGI CREATES AN OUTPUT HTML FORM WITH THE RESULTS FROM THE RDBMS SEARCH

DISPLAY IN THE INFORMATION DISPLAY FRAME THE SET OF URLs RETRIEVED FROM THE RDBMS SEARCH AT BLOCK F ABOVE

LINK TO A DESIRED CONSUMER PRODUCT RELATED INFORMATION BY SELECTING THE CORRESPONDING URL FROM THE DISPLAYED INFORMATION MENU

- | / H

В

C

٠D

·Ε

G



SELECT TRADEMARK - DIRECTED SEARCH MODE BY SELECTING THE DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF THE REQUESTING CLIENT SUBSYSTEM

IPD SERVER SENDS HTML FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM В

D

· E

ENTER TRADEMARK OR TRADENAME (USED ON CONSUMER PRODUCT) INTO THE INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH TRADEMARK VALUE) TO THE CGI OF THE IPD SERVER IN THE SELECTED MODE

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED TRADEMARK TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS TO FIND ALL REGISTERED CONSUMER PRODUCTS HAVING PRODUCT DESCRIPTIONS THAT ARE LINKED (i.e. RELATED) TO THE TRADEMARK OR TRADENAME ENTERED INTO THE INPUT BOX OF THE HTML FORM

FIG. 6D1



 \bigcirc

CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

- F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. PRODUCT DESCRIPTION, MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

G

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

- H

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLs RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE SELECTED
DATA TRIPLET

D

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

 $\left(\begin{array}{c} \downarrow \\ B \end{array}\right)$

FIG. 6D2





DISPLAY THE SET OF URLs FROM SEARCH
IN THE HTML FORM ON THE INFORMATION DISPLAY
FRAME OF THE GUI OF REQUESTING CLIENT
SUBSYSTEM

K

ACCESS AND DISPLAY ANY HTML DOCUMENT REFERENCED WITHIN THE DISPLAYED URL MENU BY SELECTING THE CORRESPONDING URL ANCHORED THERETO

FIG. 6D3



SELECT PRODUCT - DESCRIPTION DIRECTED SEARCH MODE BY SELECTING THE DESIGNATED CHECK BOX IN CONTROL FRAME OF THE GUI OF THE REQUESTING CLIENT SUBSYSTEM

IPD SERVER SENDS HTML FORM TO REQUESTING
CLIENT SUBSYSTEM FOR DISPLAY IN INFORMATION DISPLAY
FRAME OF GUI OF REQUESTING CLIENT SUBSYSTEM

В

E

ENTER PRODUCT DESCRIPTION (FOR CONSUMER PRODUCT ON WHICH INFORMATION IS SOUGHT) INTO THE INPUT BOX OF THE HTML FORM, SELECT SUBMIT BUTTON, AND SEND HTML FORM (WITH PRODUCT - DESCRIPTION VALUE) TO CGI OF THE IPD SERVER IN THE SELECTED MODE

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE PRODUCT - DESCRIPTION TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND ALL REGISTERED CONSUMER PRODUCTS HAVING
PRODUCT DESCRIPTIONS THAT ARE LINKED (i.e. RELATED)
TO THE PRODUCT - DESCRIPTION ENTERED
INTO THE INPUT BOX OF THE HTML FORM

FIG. 6E1





CGI SCRIPT CREATES ANOTHER HTML FORM, AND INSERTS
THE SEARCH RESULTS WITHIN THE INPUT BOX
OF THE HTML FORM AND PROVIDES THE INPUT BOX WITH
A RADIO-TYPE SUBMIT BUTTONS; AND THEN SENDS HTML
FORM TO REQUESTING CLIENT SUBSYSTEM FOR DISPLAY
IN INFORMATION DISPLAY FRAME

F

USE THE RADIO-BUTTON TO SELECT A TRIPLET DATA SET FROM THE INPUT BOX (i.e. TRADEMARK , MANUFACTURER AND UPN) AND THEN SELECT SUBMIT BUTTON TO SEND REQUEST TO THE HTTP PROGRAM TO GET THE COMPLETED HTML FORM

G

THE HTTP PROGRAM OF THE IPD SERVER PASSES THE ENTERED DATA SET (SELECTED FROM THE INPUT BOX) TO THE CGI AND THE CGI SCRIPT TRANSLATES THE QUERY STRING INTO A PROPER QUERY FOR SEARCHING THE RDBMS OF THE IPD SERVER IN THE SELECTED MODE

- H

THE TRANSLATED QUERY IS USED TO SEARCH THE RDBMS
TO FIND THE SET OF URLS RELATED TO THE REGISTERED
CONSUMER PRODUCT ASSIGNED THE UPN IN THE
SELECTED DATA TRIPLET

THE CGI SCRIPT CREATES HTML FORM, INSERTS RESULTS FROM SEARCH THEREINTO, AND SENDS THE HTML FORM TO THE REQUESTING CLIENT SUBSYSTEM

В

FIG. 6E2



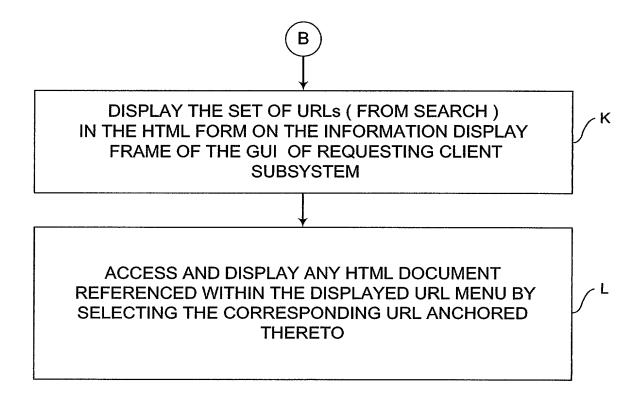
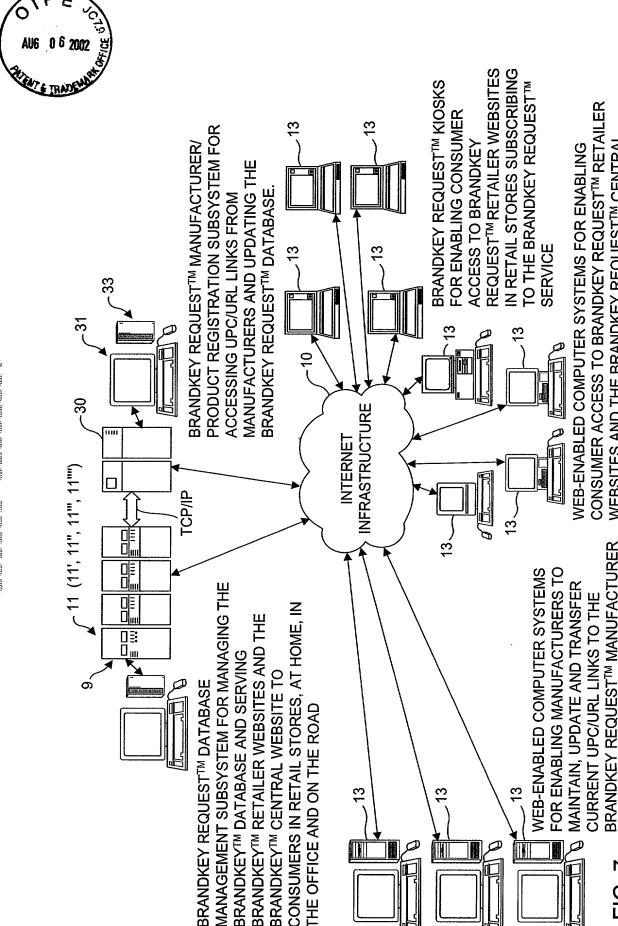


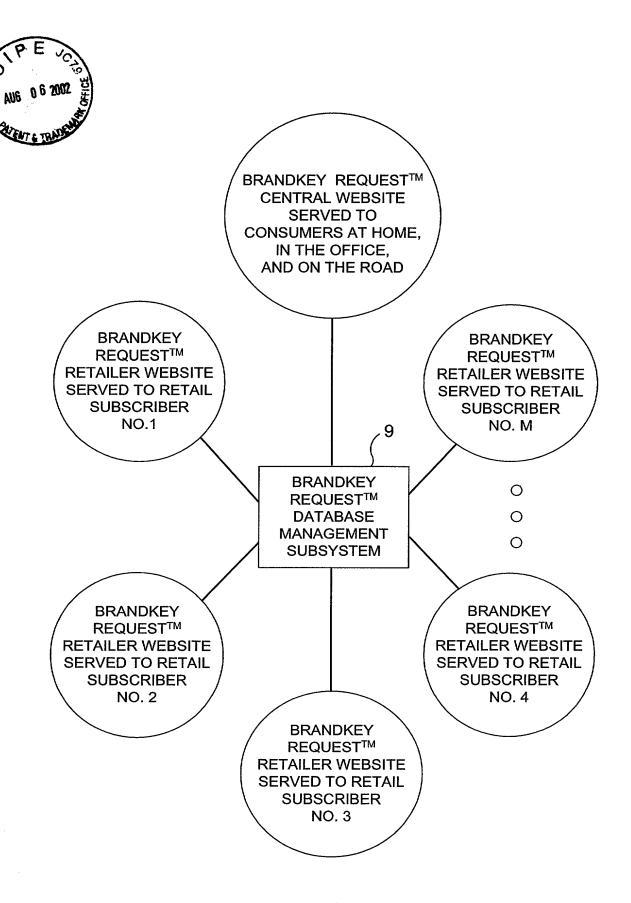
FIG. 6E3



WEBSITES AND THE BRANDKEY REQUEST™ CENTRAL WEBSITE AT HOME, IN THE OFFICE OR ON THE ROAD

PRODUCT REGISTRATION SUBSYSTEM

FIG. 7



F I G. 8

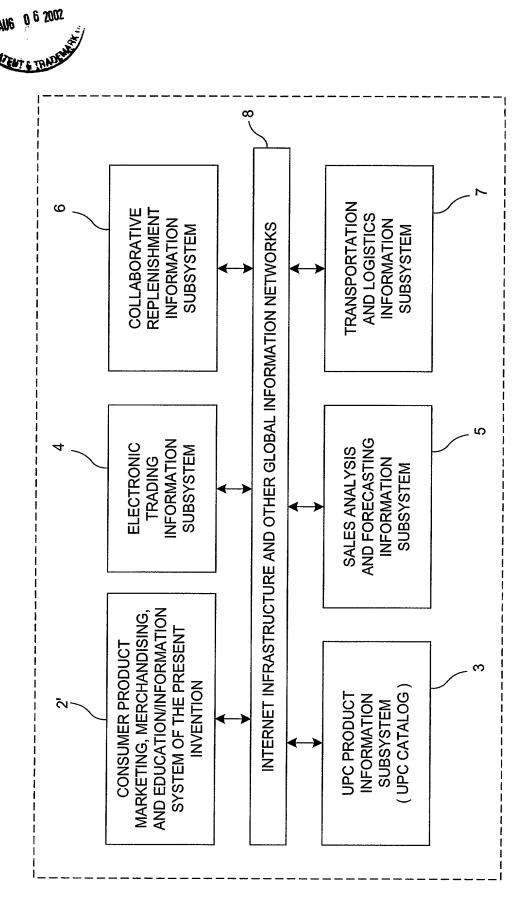


FIG. 9

SECOND ILLUSTRATIVE

EMBODIMENT



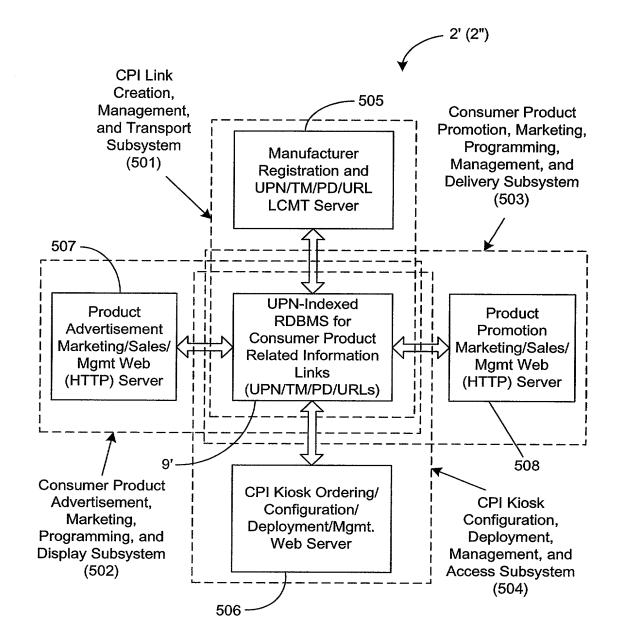


FIG. 9A

Ó 8 5005

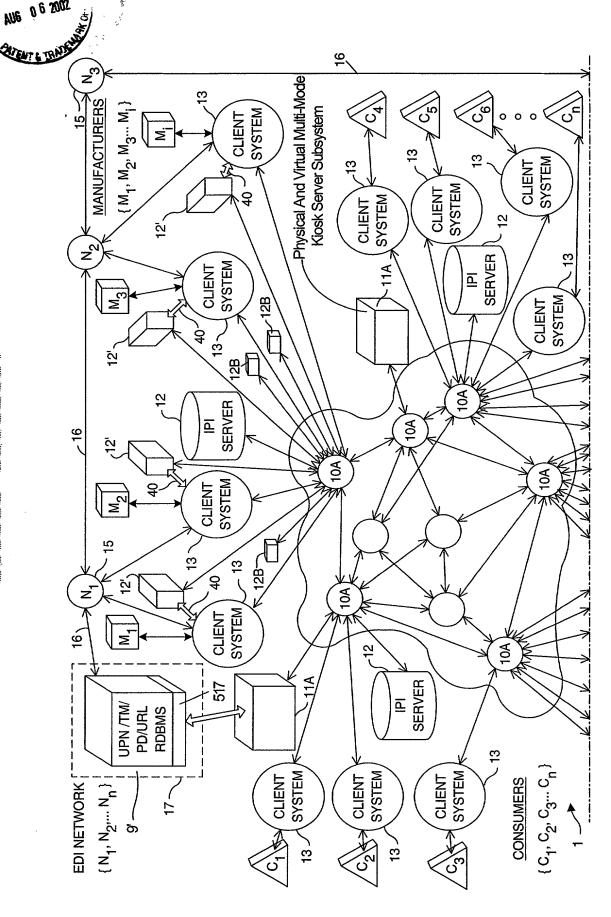


FIG. 10A1

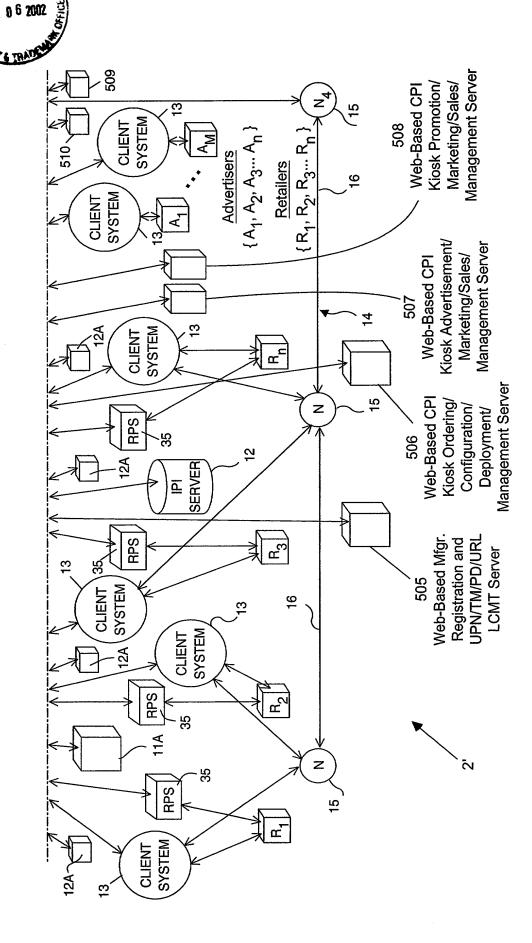
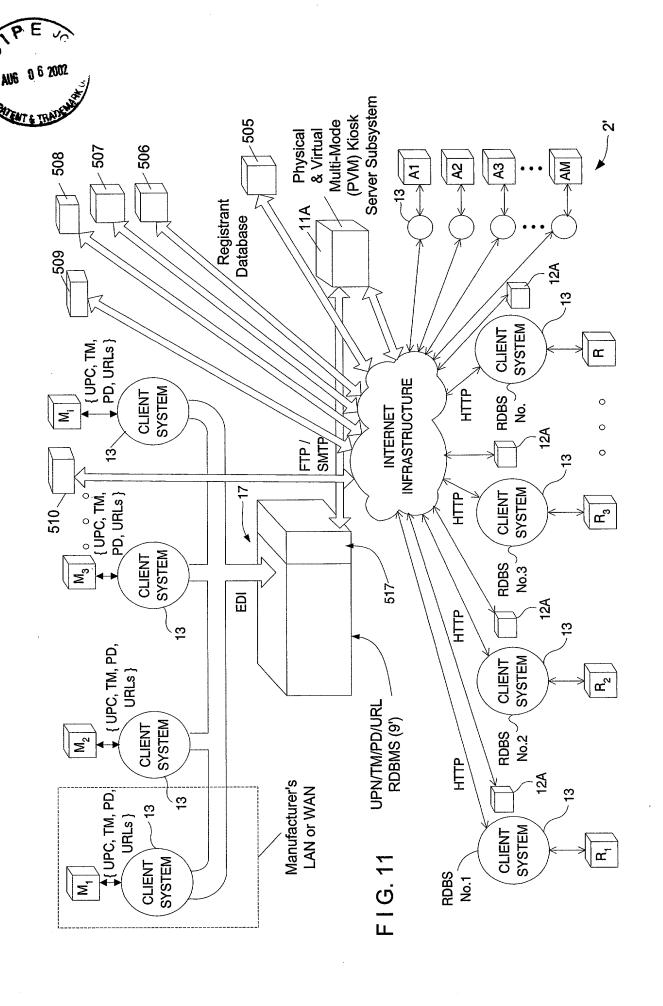
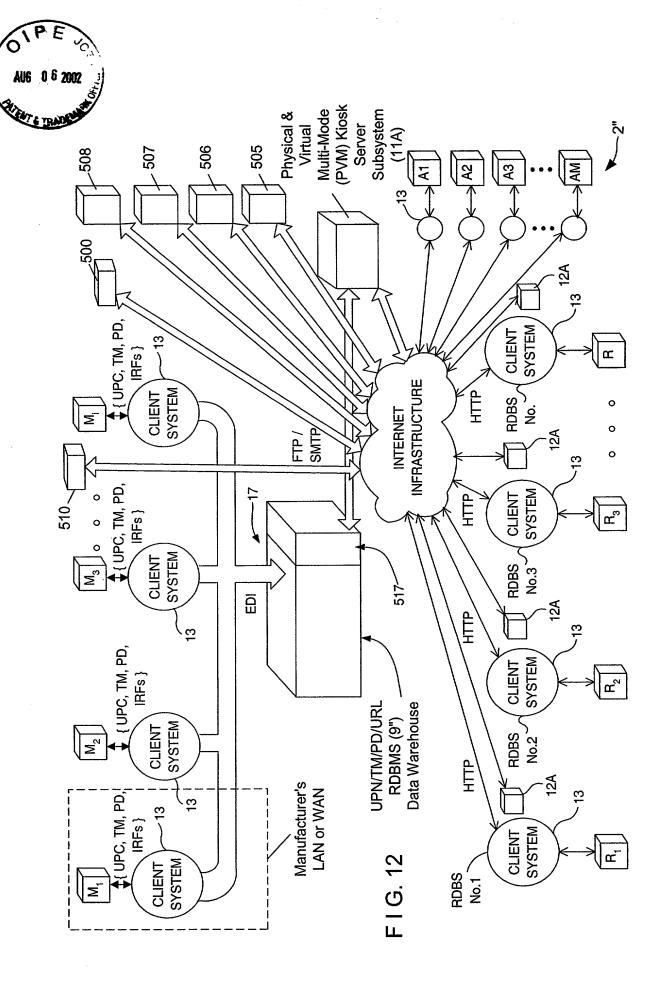
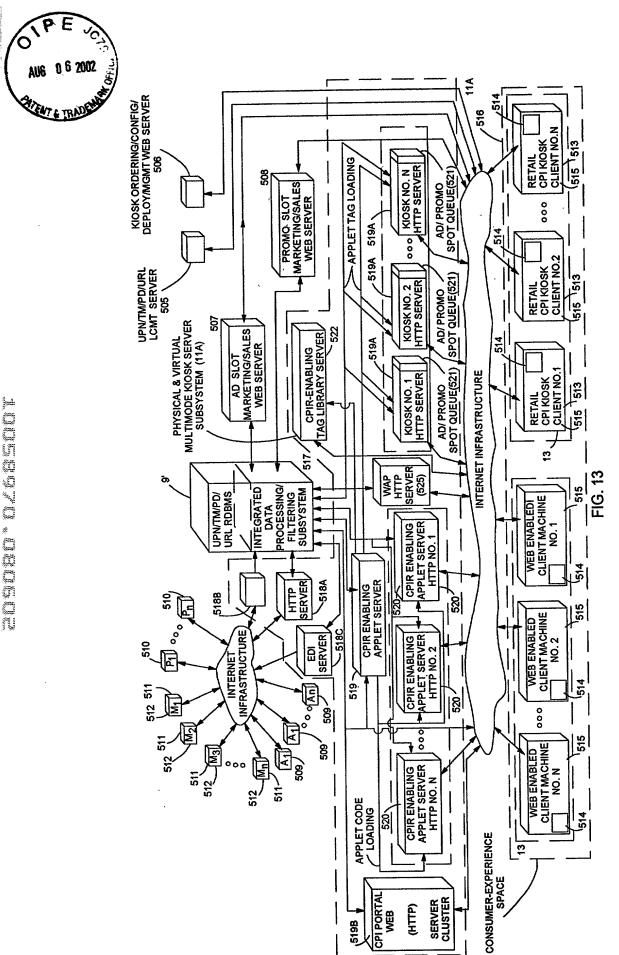


FIG. 10A2









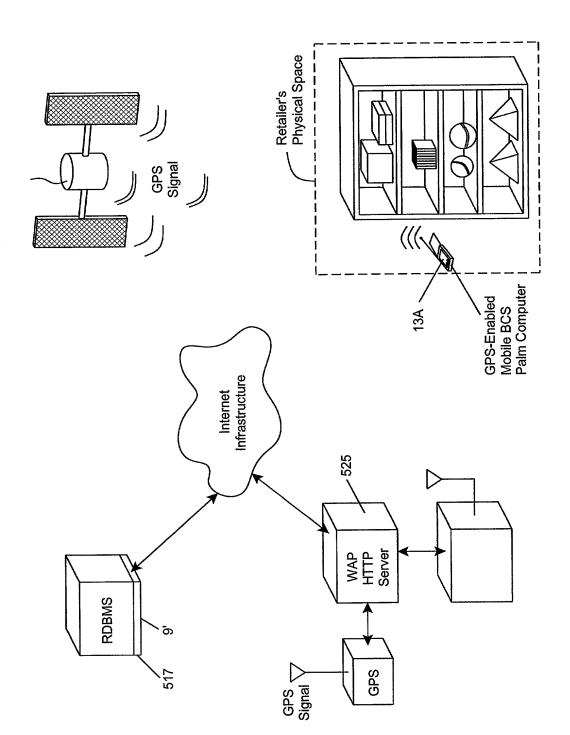


FIG. 14



Company Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
MIN Assigned by UCC/EAN	Alpha 20	Enterable; Modifiable
URL of Mfgr. WWW Site	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Standard Industry Codes (SIC)	Alpha 20	Enterable; Modifiable
Marketing Executive Identity	Alpha 20	Enterable; Modifiable
Marketing Executive Phone No.	Alpha 20	Enterable; Modifiable
Marketing Executive E-Mail	Alpha 20	Enterable; Modifiable
UPN/URL Management SW Installed	Alpha 20	Enterable; Modifiable
UPC Management SW for EDI B2B	Alpha 20	Enterable; Modifiable
UPC Service Bureau Employed	Alpha 20	Enterable; Modifiable
UPC Service Bureau Contact	Alpha 20	Enterable; Modifiable
UPC Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
UPC Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
EDI Vender Employed	Alpha 20	Enterable; Modifiable
EDI Vender Contact Person	Alpha 20	Enterable; Modifiable
EDI Vender Phone Number	Alpha 20	Enterable; Modifiable
EDI Vender E-Mail Address	Alpha 20	Enterable; Modifiable
EDI Service Bureau Employed	Alpha 20	Enterable; Modifiable
EDI Service Bureau Contact	Alpha 20	Enterable; Modifiable
EDI Service Bureau Phone Number	Alpha 20	Enterable; Modifiable
EDI Service Bureau E-Mail	Alpha 20	Enterable; Modifiable
Number of UPC/URL SW Licenses	Alpha 20	Enterable; Modifiable
UPN/URL Mngt. SW License Total	Alpha 20	Enterable; Modifiable
Total Number of UPC Numbers	Alpha 20	Enterable; Modifiable
Date of UPC Number Accounting	Alpha 20	Enterable; Modifiable
Annual UPC/URL Mngt. SW Fee Due	Alpha 20	Enterable; Modifiable
Date of UPC/URL SW Fee Payment	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent Phone	Alpha 20	Enterable; Modifiable
UPC/URL SW Fee Agent E-Mail	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15A



Structure: UPN/URL Management SW License		
MIN Assigned by UCC/EAN Version of UPN/URL Mgmt. SW Number of Licenses Granted UPN/URL Mgmt. SW License Keys UPN/URL Mgmt. SW Acct. Number UPN/URL Mgmt. SW Acct. Rep UPN/URL Mgmt. SW Download Date Date of Record Update	Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20 Alpha 20	Enterable; Modifiable

FIG. 15B

Alpha 20	Enterable; Modifiable
Alpha 20	Enterable; Modifiable
	Alpha 20

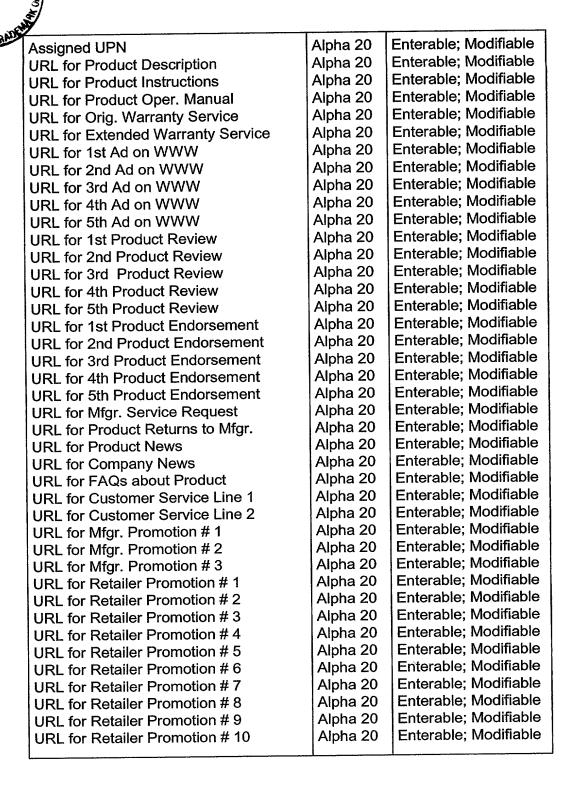


FIG. 15D1

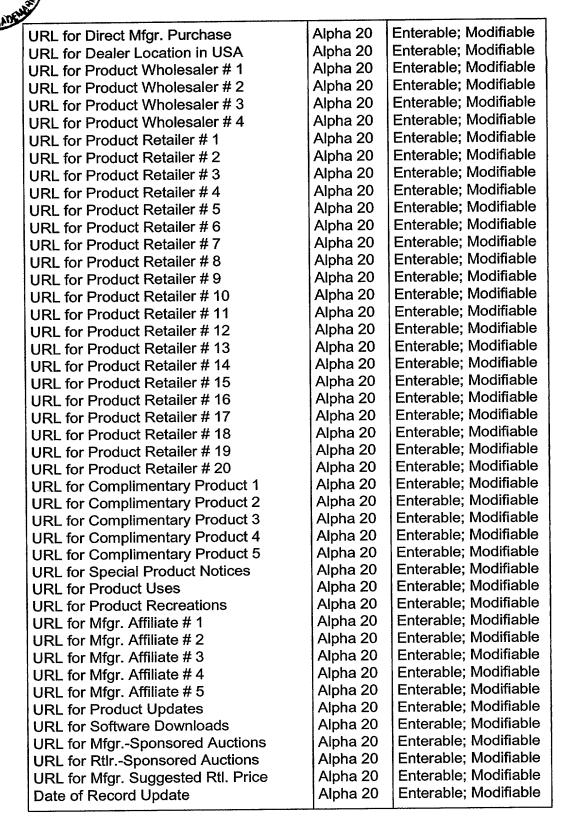


FIG. 15D2



Structure: Retailer			
Company Name	Alpha 20	Enterable; Modifiable	
Street Address	Alpha 20	Enterable; Modifiable	
City	Alpha 20	Enterable; Modifiable	
State	Alpha 20	Enterable; Modifiable	
Postal Code	Alpha 20	Enterable; Modifiable	
Country	Alpha 20	Enterable; Modifiable	
Retailer ID No.	Alpha 20	Enterable; Modifiable	
Contact Person	Alpha 20	Enterable; Modifiable	
Phone Number	Alpha 20	Enterable; Modifiable	
E-Mail Address	Alpha 20	Enterable; Modifiable	
Fax Number	Alpha 20	Enterable; Modifiable	
URL of Retailer WWW Site	Alpha 20	Enterable; Modifiable	
Purchasing Director Identity	Alpha 20	Enterable; Modifiable	
Purchasing Director Phone	Alpha 20	Enterable; Modifiable	
Purchasing Director E-Mail	Alpha 20	Enterable; Modifiable	
UPC Catalog Provider	Alpha 20	Enterable; Modifiable	
UPC Catalog Provider Contact	Alpha 20	Enterable; Modifiable	
UPC Catalog Provider Phone	Alpha 20	Enterable; Modifiable	
UPC Calalog Provider E-Mail	Alpha 20	Enterable; Modifiable	
EDI B2B Enabler	Alpha 20	Enterable; Modifiable	
EDI B2B Enabler Contact	Alpha 20	Enterable; Modifiable	
EDI B2B Contact Phone	Alpha 20	Enterable; Modifiable	
EDI B2B Contact E-Mail	Alpha 20	Enterable; Modifiable	
EDI Vendor	Alpha 20	Enterable; Modifiable	
EDI Vendor Contact Identity	Alpha 20	Enterable; Modifiable	
EDI Vendor Contact Phone	Alpha 20	Enterable; Modifiable	
EDI Vendor Contact E-mail	Alpha 20	Enterable; Modifiable	
Marketing Manager	Alpha 20	Enterable; Modifiable	
Total Number of Retail Stores	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15E

Structure: Retailer/Mfgr. P-Store Relation		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15F



Structure: Mfgr./Retailer Relationships		
MIN Assigned By UCC/EAN	Alpha 20	Enterable; Modifiable
Retailer # 1 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 2 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 3 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 4 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 5 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 6 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 7 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 8 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 9 ID No.	Alpha 20	Enterable; Modifiable
Retailer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Retailer Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15G

Structure: Consumer		
Consumer Name	Alpha 20	Enterable; Modifiable
Consumer ID No.	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
Shopped at Retail Store ID Nos.	Alpha 20	Enterable; Modifiable
Shopped at Retailer Store ID No.	Alpha 20	Enterable; Modifiable
Consumer Index 1	Alpha 20	Enterable; Modifiable
Consumer Index 2	Alpha 20	Enterable; Modifiable
Consumer Index 3	Alpha 20	Enterable; Modifiable
Consumer Index 4	Alpha 20	Enterable; Modifiable
Consumer Index 5	Alpha 20	Enterable; Modifiable
Consumer Index 6	Alpha 20	Enterable; Modifiable
Consumer Index 7	Alpha 20	Enterable; Modifiable
Consumer Index 8	Alpha 20	Enterable; Modifiable
Consumer Index 9	Alpha 20	Enterable; Modifiable
Credit Card Nos.	Alpha 20	Enterable; Modifiable

FIG. 15H



Structure: Advertiser			
Advertiser Name	Alpha 20	Enterable; Modifiable	
Street Address	Alpha 20	Enterable; Modifiable	
City	Alpha 20	Enterable; Modifiable	
State	Alpha 20	Enterable; Modifiable	
Postal Code	Alpha 20	Enterable; Modifiable	
Contact Person	Alpha 20	Enterable; Modifiable	
Phone Number	Alpha 20	Enterable; Modifiable	
E-Mail Address	Alpha 20	Enterable; Modifiable	
Fax Number	Alpha 20	Enterable; Modifiable	
Advertiser ID No.	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. #3	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. # 7	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. #8	Alpha 20	Enterable; Modifiable	
Ad Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable	
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 1	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 2	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 3	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 4	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 5	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 6	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 7	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 8	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 9	Alpha 20	Enterable; Modifiable	
Ad Agent for Retailer # 10	Alpha 20	Enterable; Modifiable	
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable	
URL for Advertiser WWW Sites	Alpha 20	Enterable; Modifiable	
Advertiser Network Acct. No.	Alpha 20	Enterable; Modifiable	
Advertiser Network Password	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	
	Alpha 20	Indexed; Enterable; Modifiable	



Structure: Promoter		
Promoter Name	Alpha 20	Enterable; Modifiable
Street Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Contact Person	Alpha 20	Enterable; Modifiable
Phone Number	Alpha 20	Enterable; Modifiable
E-Mail Address	Alpha 20	Enterable; Modifiable
Fax Number	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #7	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. #8	Alpha 20	Enterable; Modifiable
Promo Agent for Mfgr. # 9	Alpha 20	Enterable; Modifiable
Total # Mfgr. Agency Relations	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 1	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 2	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 3	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 4	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 5	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 6	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 7	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. #8	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 9	Alpha 20	Enterable; Modifiable
Promo Agent for Rtlr. # 10	Alpha 20	Enterable; Modifiable
Total # Rtlr. Agency Relations	Alpha 20	Enterable; Modifiable
URL for Promoter WWW Site	Alpha 20	Enterable; Modifiable
Promoter Network Acct. No.	Alpha 20	Enterable; Modifiable
Promoter Network Password	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15J



Structure: Physical Kiosk		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Assigned Static IP Address	Alpha 20	Enterable; Modifiable
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
Physical Kiosk Access Password	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 5	Alpha 20	Enterable; Modifiable
Status of Retailer's MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Thur.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Promo on Sun.	Alpha 20	Enterable; Modifiable
CPIR Request Service GUI Type	Alpha 20	Enterable; Modifiable
Ad Display Service GUI Type	Alpha 20	Enterable; Modifiable
Promo Service GUI Type	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15K



Structure: Retailer Physical Store			
Retailer ID No.	Alpha 20	Enterable; Modifiable	
Address	Alpha 20	Enterable; Modifiable	
City	Alpha 20	Enterable; Modifiable	
State	Alpha 20	Enterable; Modifiable	
Postal Code	Alpha 20	Enterable; Modifiable	
Country	Alpha 20	Enterable; Modifiable	
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable	
Store Manager Identity	Alpha 20	Enterable; Modifiable	
Store Manager Phone	Alpha 20	Enterable; Modifiable	
Store Manager E-Mail	Alpha 20	Enterable; Modifiable	
Regional Manager Identity	Alpha 20	Enterable; Modifiable	
Regional Manager Phone	Alpha 20	Enterable; Modifiable	
Regional Manager E-Mail	Alpha 20	Enterable; Modifiable	
Number of Store Aisles	Alpha 20	Enterable; Modifiable	
Number of Floors	Alpha 20	Enterable; Modifiable	
Floor Plan Diagrams	Alpha 20	Enterable; Modifiable	
Product Catagory/Shelf Maps	Alpha 20	Enterable; Modifiable	
Available Internet Connectivity	Alpha 20	Enterable; Modifiable	
Retailer/Manufacturer Relations	Alpha 20	Enterable; Modifiable	
Date of Record Update	Alpha 20	Enterable; Modifiable	

FIG. 15L

Structure: Physical Kiosk HTTP Server		
Physical Kiosk HTTP Server URL	Alpha 20	Enterable; Modifiable
Physical Kiosk HTTP Server Log	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15M

Structure: Retailer's Physical Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Physical Kiosks	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15N



Structure: Physical Kiosk E-Mail		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 150

Structure: Physical Kiosk User Activity		
Date(s) of Activity Measurement Physical Kiosk ID No. Number of HTML Pages Accessed Number of UPC Requests at Kiosk Different HTML Pages Served-Up Outgoing E-mail Transmissions System Mode Transitions E-Commerce Transactions Made Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Date Of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15P



Structure: Ad Spot Order-Physical Kiosk		
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Ad Spot	Alpha 20	Enterable; Modifiable
Advertiser Placing Order	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Cost Ad Spot	Alpha 20	Enterable; Modifiable
URL Of Advertisement Spot	Alpha 20	Enterable; Modifiable
Time Duration of Ad Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Advertisement	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Advertisement	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Ad Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15R

Structure: Promo Spot Order-Physical Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Date of Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL Of Promotional Ad in DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner Of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Promo Spot Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15S



Structure: Physical Kiosk Ad Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15T

Structure: Physical Kiosk Promo Campaign		
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable



Structure: Virtual Kiosk		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store or E-Store ID No.	Alpha 20	Enterable; Modifiable
Type of Virtual Kiosk	Alpha 20	Enterable; Modifiable
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Licensed Internet Domain	Alpha 20	Enterable; Modifiable
Virtual Kiosk Licensee (i.e. Retailer, Mfgr., et al)	Alpha 20	Enterable; Modifiable
Virtual Kiosk Enabling Password	Alpha 20	Enterable; Modifiable
E-Store Web-Page Location	Alpha 20	Enterable; Modifiable
CPI Request Service Status	Alpha 20	Enterable; Modifiable
Ad Display Service Status	Alpha 20	Enterable; Modifiable
Promotion Service Status	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 1	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 2	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 3	Alpha 20	Enterable; Modifiable
Kiosk Activity Index No. 4	Alpha 20	Enterable; Modifiable
Status of Retailer MIN Filter	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Tues.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Thurs.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Ad Spot on Sun.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Mon.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Tue.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Wed.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Thu.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Fri.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sat.	Alpha 20	Enterable; Modifiable
Cost of Kiosk Promo Spot on Sun.	Alpha 20	Enterable; Modifiable
URL for Accessing Virtual Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15V

Structure: CPIR-Enabling Applet		
CPIR-Enabling Applet ID No.	Alpha 20	Enterable; Modifiable
Type of CPIR-Enabling Applet		Enterable; Modifiable
URL of CPIR-Enabling Applet BC		Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Server Log	4 -	Enterable; Modifiable
Date of Record Update	,	Enterable; Modifiable



Structure: Retailer E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Address	Alpha 20	Enterable; Modifiable
City	Alpha 20	Enterable; Modifiable
State	Alpha 20	Enterable; Modifiable
Postal Code	Alpha 20	Enterable; Modifiable
Country	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
E-Store Manager Identity	Alpha 20	Enterable; Modifiable
E-Store Manager Phone	Alpha 20	Enterable; Modifiable
E-Store Manager E-Mail	Alpha 20	Enterable; Modifiable
E-Store WWW Site Map	Alpha 20	Enterable; Modifiable
Retailer/Manfacturer Relations	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15X

Structure: Retailer's Virtual Kiosk Cat.		
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No. 9	Alpha 20	Enterable; Modifiable
Total # of Virtual Kiosks	Alpha 20	Enterable; Modifiable
Retailer ID No.	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Y

Structure: Virtual Kiosk E-Mail		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk E-Mail Log	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15Z



Structure: Virtual Kiosk User Activity		
Date(s) of Activity Measurement	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Number of HTML Pages Accessed	Alpha 20	Enterable; Modifiable
Number of UPC Requests at Kiosk	Alpha 20	Enterable; Modifiable
Number of Trademark Requests	Alpha 20	Enterable; Modifiable
Different HTML Pages Served-Up	Alpha 20	Enterable; Modifiable
Outgoing E-mail Transmissions	Alpha 20	Enterable; Modifiable
System Mode Transitions	Alpha 20	Enterable; Modifiable
E-Commerce Transactions Made	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15AA

Structure: Promo Spot Order- Virtual Kiosk		
UPN of Promoted Product	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Scheduled Date of Promo Spot	Alpha 20	Enterable; Modifiable
Promoter Placing Order	Alpha 20	Enterable; Modifiable
Dated Promo Spot Order	Alpha 20	Enterable; Modifiable
Promoter ID No.	Alpha 20	Enterable; Modifiable
URL of Promotional Ad In DF1	Alpha 20	Enterable; Modifiable
Promotional Message In DF2	Alpha 20	Enterable; Modifiable
Promotional Message In DF3	Alpha 20	Enterable; Modifiable
Promotional Message In DF4	Alpha 20	Enterable; Modifiable
Promotional Message In DF5	Alpha 20	Enterable; Modifiable
Time Duration of Promotion Spot	Alpha 20	Enterable; Modifiable
Copyright Owner of Promo Ad	Alpha 20	Enterable; Modifiable
Ordered Number of Displays/Date	Alpha 20	Enterable; Modifiable
File Format of Promotional Ad	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
Actual Number of Displays/Date	Alpha 20	Enterable; Modifiable
Actual Number of Interruptions	Alpha 20	Enterable; Modifiable
Cost Of Promo Spot	Alpha 20	Enterable; Modifiable
Promo Cost Payment	Alpha 20	Enterable; Modifiable
Date of Promo Payment	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable



Structure: Virtual Kiosk Promo Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Promo Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Promo Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Promo Spot Ordered	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15CC

Structure: Virtual Kiosk Ad Campaign		
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Date of Ad Campaign	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 1	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 2	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 3	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 4	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 5	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 6	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 7	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 8	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 9	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No. 10	Alpha 20	Enterable; Modifiable
Total Ad Spots Ordered On Kiosk	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15DD

Structure: Ad Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15EE



Structure: Ad Credit- Virtual Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk Ad Spot ID No.	Alpha 20	Enterable; Modifiable
URL of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Ad Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15FF

Structure: Promo Credit- Physical Kiosk		
Advertiser ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable; Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Ad	Alpha 20	Enterable; Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15GG

Structure: Promo Credit- Virtual Kiosk		
Advertiser Identification No.	Alpha 20	Enterable; Modifiable
Virtual Kiosk ID No.	Alpha 20	Enterable; Modifiable
Physical Kiosk Promo Spot ID No.	Alpha 20	Enterable, Modifiable
UPN of Advertised Product	Alpha 20	Enterable; Modifiable
URL of Interrupted Promo	Alpha 20	Enterable: Modifiable
Date of Interruption	Alpha 20	Enterable; Modifiable
Time of Interruption	Alpha 20	Enterable; Modifiable
UPN of Interrupting Product	Alpha 20	Enterable; Modifiable
Amount of Promo Credit	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15HH



Structure: Purchase at Physical Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail P-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable, Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 1511

Structure: Purchase at E-Store		
Retailer ID No.	Alpha 20	Enterable; Modifiable
Retail E-Store ID No.	Alpha 20	Enterable; Modifiable
UPN of Product Sold	Alpha 20	Enterable; Modifiable
Date of Product Sale	Alpha 20	Enterable; Modifiable
Time of Product Sale	Alpha 20	Enterable; Modifiable
Price of Sold Product	Alpha 20	Enterable; Modifiable
Customer ID No.	Alpha 20	Enterable; Modifiable
Credit Card No.	Alpha 20	Enterable; Modifiable
Retailer's Promo Discount	Alpha 20	Enterable; Modifiable
Mfgr's Promo Discount	Alpha 20	Enterable; Modifiable
URL of Promo Advertisement	Alpha 20	Enterable; Modifiable
Date of Record Creation	Alpha 20	Enterable; Modifiable

FIG. 15JJ

Structure: Retailer/Mfgr. E-Store Relation		
Retailer E-Store ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 1 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 2 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 3 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 4 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 5 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 6 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 7 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 8 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 9 ID No.	Alpha 20	Enterable; Modifiable
Manufacturer # 10 ID No.	Alpha 20	Enterable; Modifiable
Total # Mfgr. Relationships	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15KK



Structure: Mfgr. Aisle/Shelf Rights		
P-Kiosk Aisle/Shelf Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 8	Alpha 20	Enterable; Modifiable
MIN of Mfgr. #9	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 10	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

FIG. 15LL

Structure: Mfgr. E-Store Web Page Rights		
E-Store Web Page Location	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 1	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 2	Alpha 20	Enterable; Modifiable
MIN of Mfgr. #3	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 4	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 5	Alpha 20	Enterable: Modifiable
MIN of Mfgr. # 6	Alpha 20	Enterable; Modifiable
MIN of Mfgr. # 7	Alpha 20	Enterable; Modifiable
MIN of Mfgr. #8	Alpha 20	Enterable; Modifiable
Date of Record Update	Alpha 20	Enterable; Modifiable

"Mfgr.'s Virtual Aisle/Shelf Rights"

FIG. 15MM



Modes Of Information Service In The CPI Link Creation, Management, And Transport Subsystem (501)

- Registration Of Manufacturer/Creation Of Manufacturer Account
- · Log-In By Manufacturer
- Download And Register UPN/TM/PD/URL Link
- Creation/Management/And Transport (LCMT) Software
- Installation And Set-Up UPN/TM/PD/URL LCMT Software Within Manufacturer's Enterprise
- Selection And Customizing UPN/TM/PD/URL LCMT GUI Design-
 - · Manufacturer Customization Options;
 - · Default CPI Categories For Linked URL,
 - Custom CPI Categories For Linked URL
- On-Line Training For UPN/TM/PD/URL LCMT Software
- Update Manufacturer Registration Information
- Certificate Of Manufacturer's Product Advertising Agents
- Certificate Of Manufacturer's Product Promotional Agents



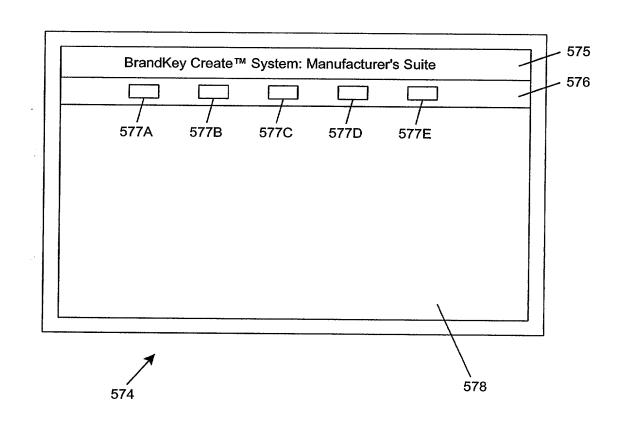
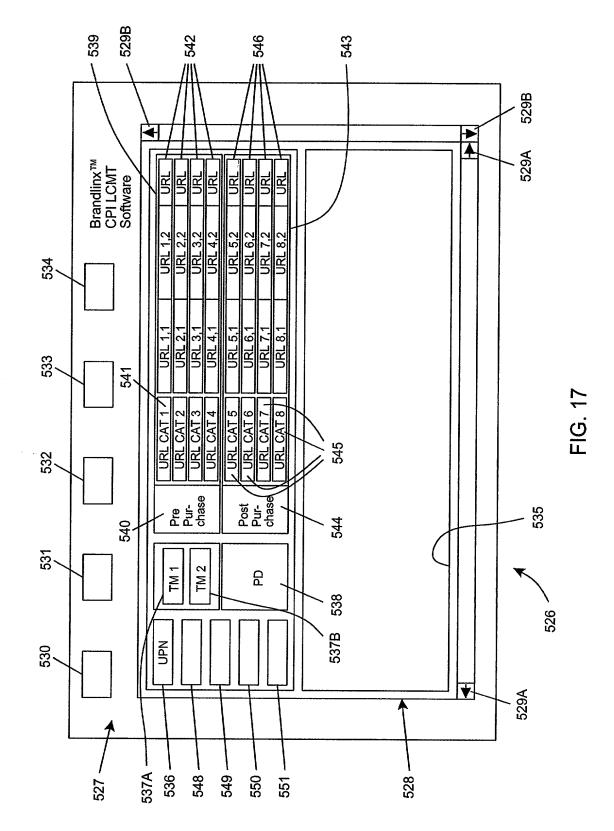
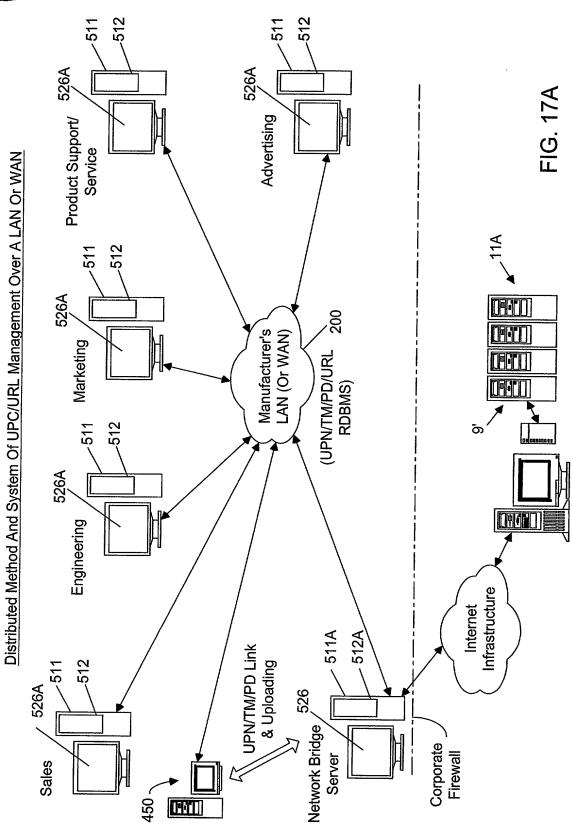


FIG. 16A











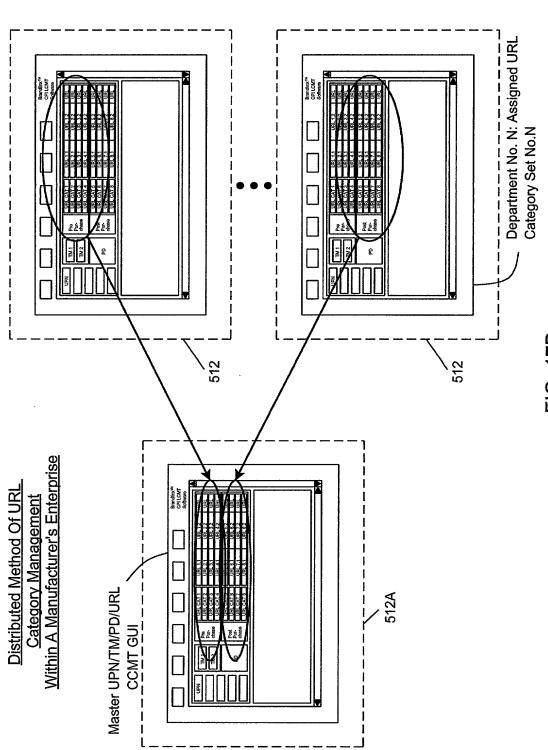


FIG. 17E



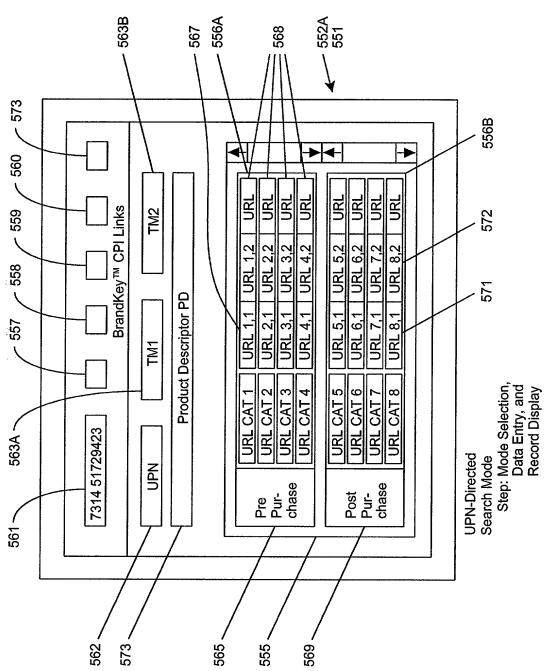
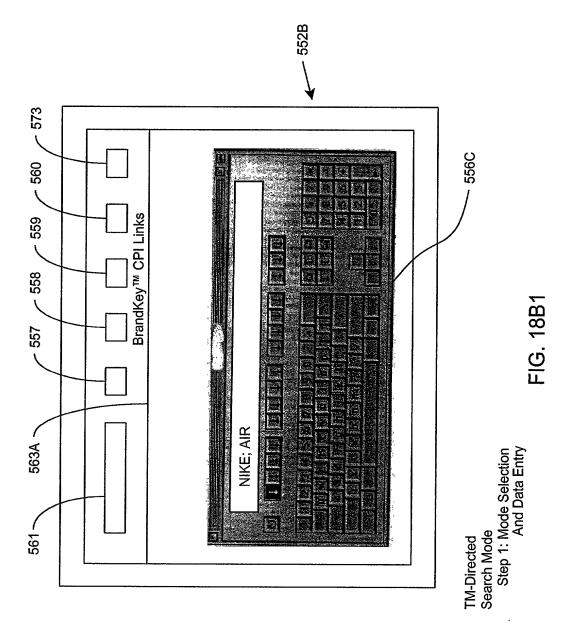


FIG. 18A







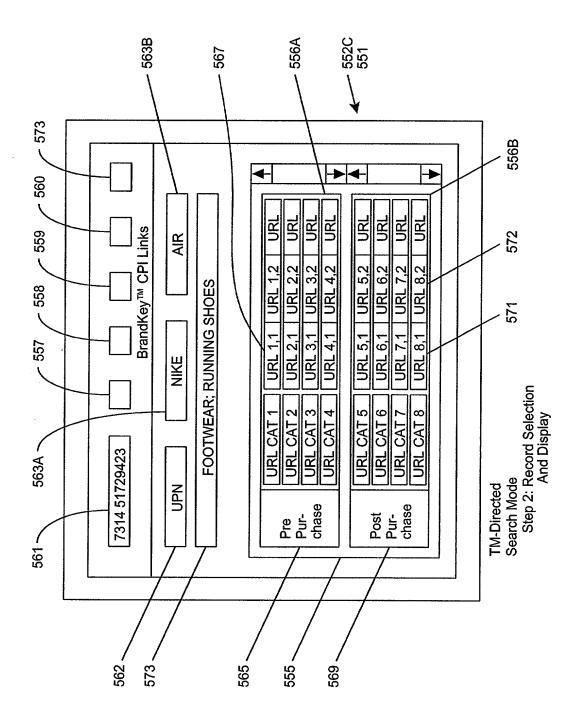
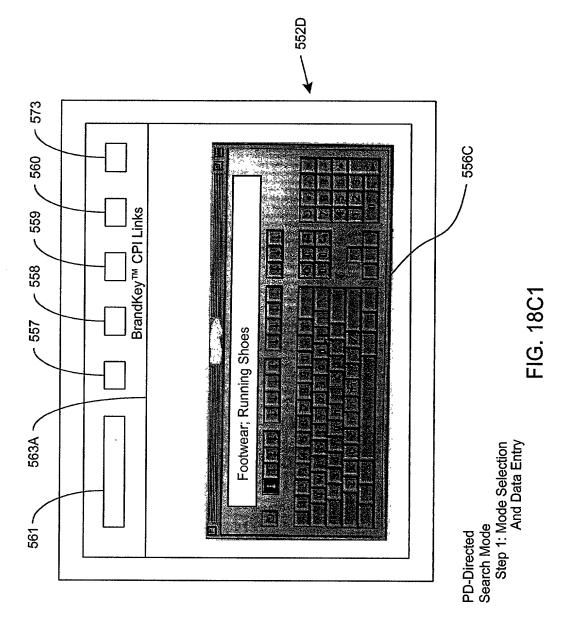


FIG. 18B2







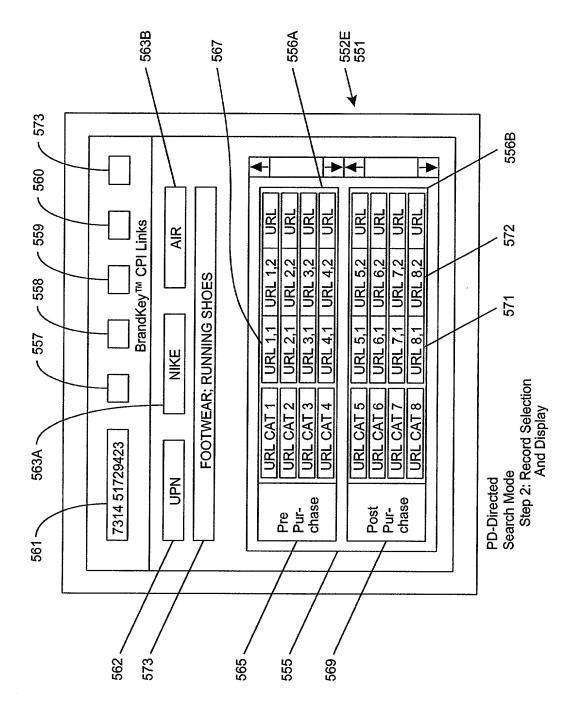


FIG. 18C2



Modes Of Information Service In The CPI Kiosk Configuration, Deployment, Management And Access Subsystem (504)

Retailers (In Physical And Electronic Streams Of Commerce)

- Registration Of Retailer/Creation Of Retailer Account
- Log-In By Retailer
- Update And Display Kiosk Deployment Directory-
- Select/Order Physical And Virtual Kiosk For Deployment
 - Specify Location Of Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed CPI Kiosk
 - Selection And Customization Of CPI Design- Kiosk GUI Design
- Registration Of Manufacturer's Physical Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Retailer's Advertising Agents
- Certification Of Retailer's Product Promotional Agents
- Monitoring Performance Of Registered Retailer Advertising Agents
- Monitoring Performance Of Registered Retailer Promotional Agents

Consumers

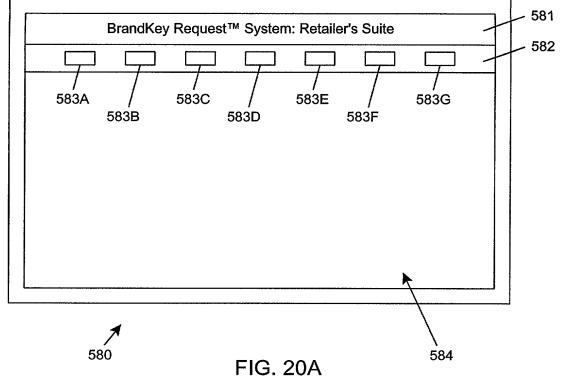
- Registration Of Consumer (For Retailer-Issued Courtesy Cards)
- Display Of Kiosk Deployment Directories
 - Virtual CPI Kiosks Deployed In Retailer E-Stores
 - Physical CPI Kiosks Deployed In Retailer P-Stores
 - Virtual CPI Kiosks Deployed On WWW
- Monitor Consumer CPI E-Mail Transmissions From Subsystem

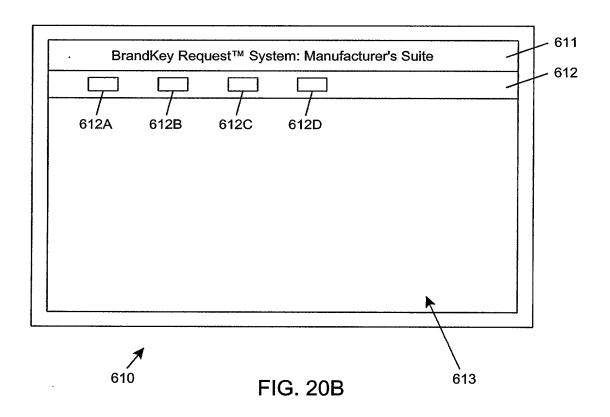


Manufacturer's (In Electronic Streams Of Commerce)

- Registration Of Manufacturer/Creation Of Retailer Account
- Log-In By Manufacturer
 Update And Display Manufacturer's Virtual Kiosk Deployment Directory-
- Select/Order Virtual Kiosk For Deployment
 - Specify Domain Of Virtual Kiosk Installation And Deployment
 - Selection Of Information Services Delivered By Deployed Virtual CPI Kiosk
 - Selection And Customization Of-Virtual CPI Kiosk GUI Design
- Registration Of Manufacturer's Aisle/Shelf Rights/Privileges On CPI Kiosks
- Certification Of Manufacturer's Advertising Agents
- Certification Of Manufacturer's Product Promotional Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Advertising Agents
- Monitoring Performance Of Certified/Registered Manufacturer's Promotional Agents









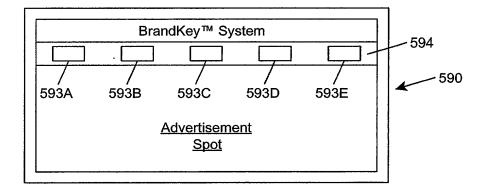


FIG. 21A

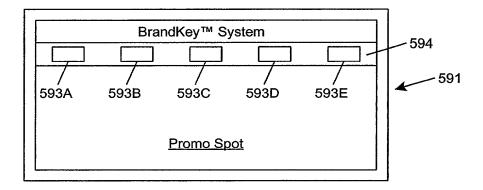


FIG. 21B

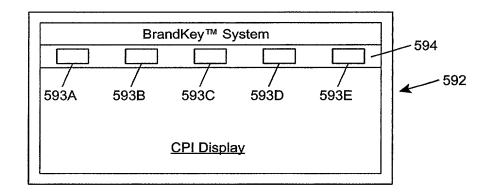


FIG. 21C



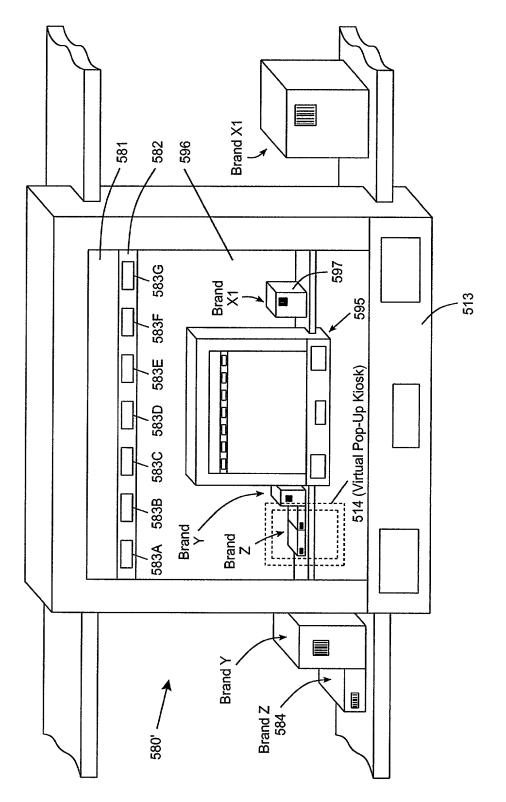


FIG. 22



"Manufacturer Aisle/Shelf Right/Privilege Registration"

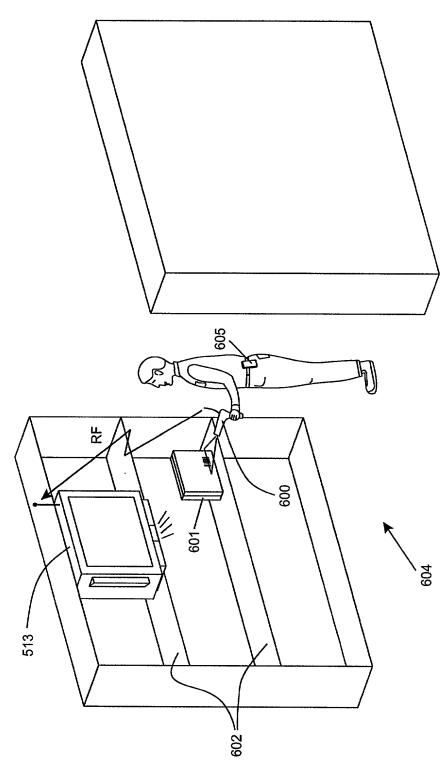


FIG. 23



Induce CPI Kiosk Into Its "Manufacturer's Aisle/Shelf Rights/
Privileges" Registration Mode

Read The UPC Symbol On Each Product In The Aisle/Shelf In
Which The Kiosk Is Installed So As To Register The Product And/Or
Manufacturer Thereof As Having Aisle/Shelf Rights/Privileges With
Respect To Displaying Ads And/Or Promotions On The Kiosk

FIG. 24A

Induce CPI Kiosk Into Its "Manufacturer's Aisle/Shelf Rights/
Priviliges" Registration Mode

Enter Into The Kiosk (Or System) The Trademark Carried By Each
Consumer Product In The Aisle/Shelf In Which The Kiosk Is Installed
So As To Register The Product Brand And/Or Manufacturer Thereof
As Having Aisle/Shelf Rights/Privileges With Respect To Displaying
Ads And/Or Promotions On The Kiosk

FIG. 24B



Data-Processing Method Carried Out On CPI Requests Made By Consumers From Physical Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

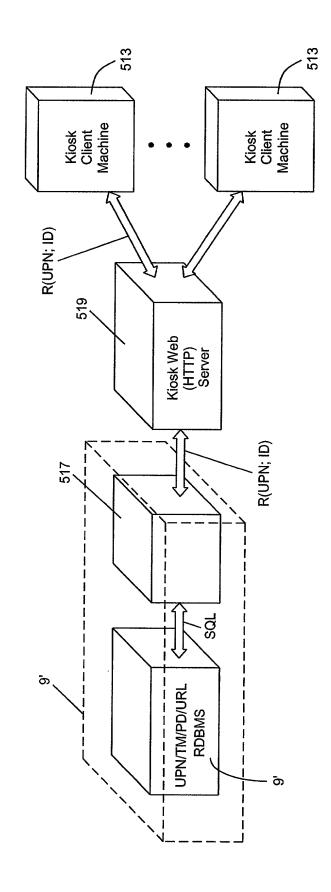


FIG. 25



<u>Data Filtering On CPI Requests Made From Physical</u> <u>Kiosks Deployed In A Retailers Store</u>

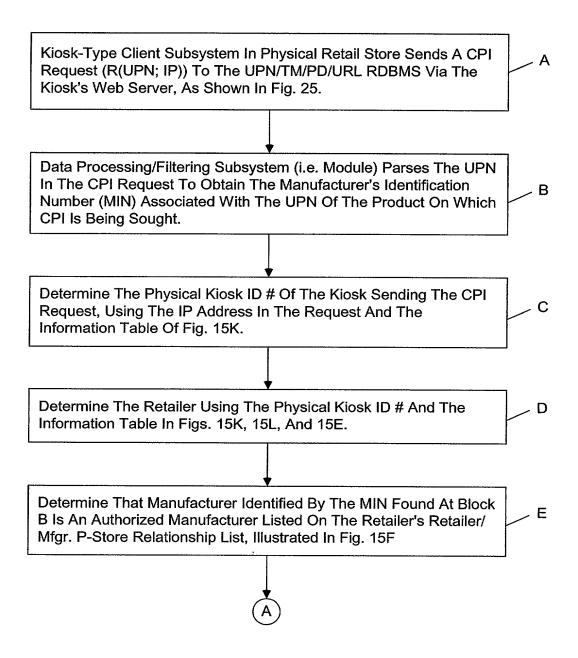


FIG. 26A



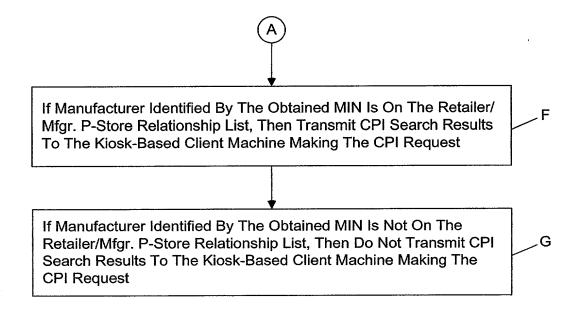


FIG. 26B



Data-Processing Method Carried Out On CPI Requests Made By Consumers From Virtual-Type Retailer-Based CPI Kiosks In Accordance With The Principles Of The Present Invention

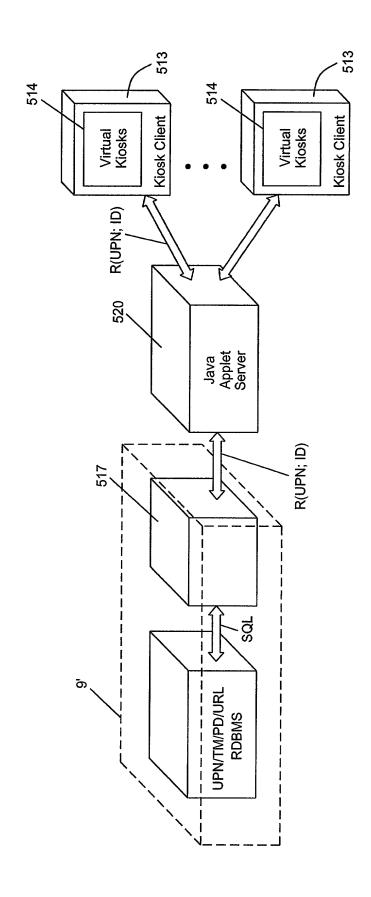
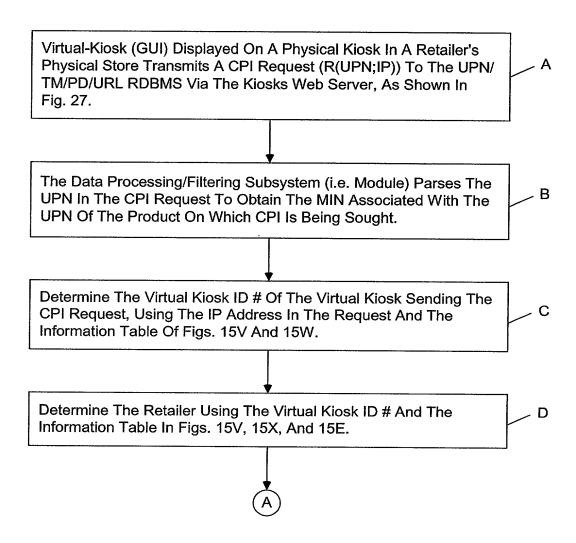


FIG. 27



<u>Data Filtering On CPI Requests Made From Virtual (Applet-Enabled)</u> <u>Kiosks Deployed At An E-Tailers WWW Site Or E-Store</u>





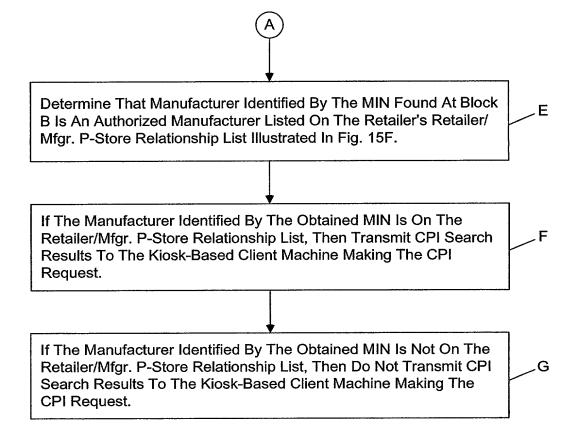


FIG. 28B



Modes of Information Service in the Consumer Product Advertisement Marketing, Programming, Management and Delivery Subsystem (502)

Advertisers

- Registration Of Advertiser/Creation Of Advertiser Account
- Log-In By Advertiser
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On Consumer Products
- Display Kiosk Advertising Directory Identifying CPI Kiosks On Which The Advertiser Is Authorized To Display Advertisements On A Particular Brand Or Brands Of Consumer Product
- Register Kiosk Advertising Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Build Kiosk Advertising Campaign By Placing Ad Spot Orders To Be Run On A Particular Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Advertising Campaign On Retailer-Authorized Subnetwork Of CPI Kiosks
- Modify Kiosk Advertising Campaign
- Monitor Performance Of Kiosk Advertising Campaign



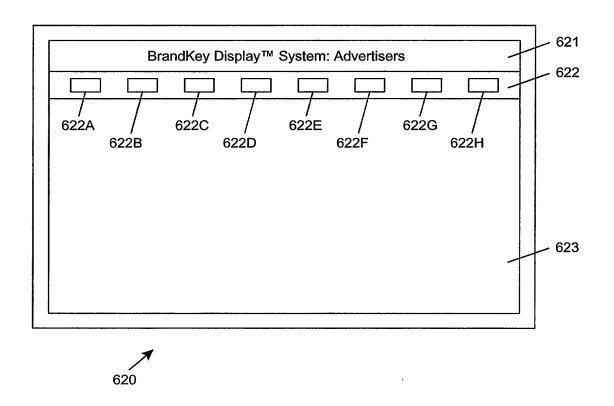


FIG. 30

Ç



Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Advertisers And Advertising Agents Are Authorized By Retailers To Display Product Advertisements, In Accordance With The Principles Of The Present Invention

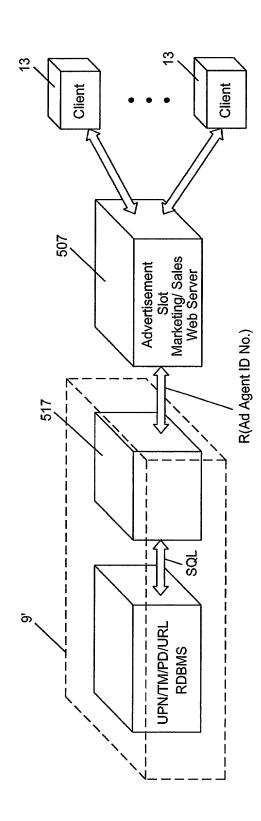


FIG. 31



Data Processing Method For Generating A General Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders For
Execution And Display

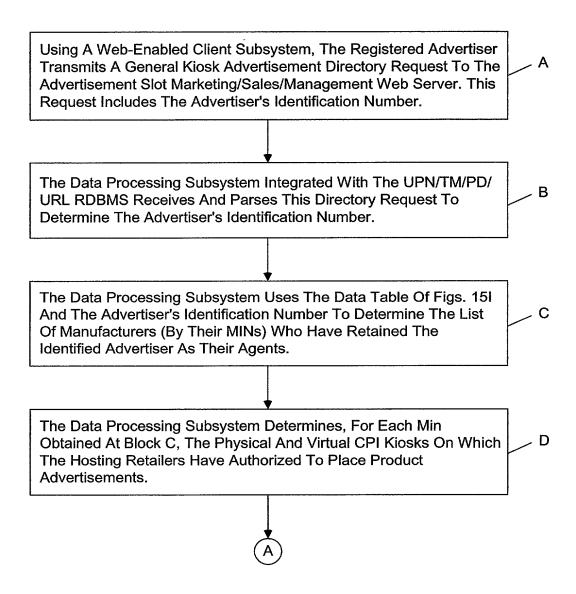


FIG. 32A





The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS To Determine Those Physical And Virtual CPI Kiosks On Which The Advertiser May Order Advertisements About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser.

Ε

FIG. 32B



Data-Processing Method Applied During The Generation Of A Kiosk Advertising Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Advertiser Or Advertising Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Advertisements Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

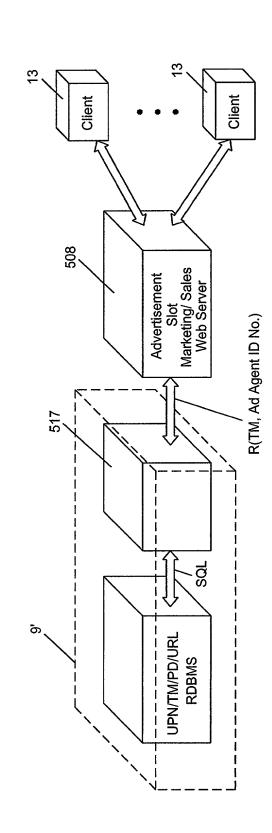


FIG. 33



Data Processing Method For Generating A Brand Kiosk
Advertising Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Advertiser Is
Authorized By Retailers To Place Ad Spot Orders
For Execution And Display

Using A Web-Enabled Client Subsystem, The Registered Advertiser Transmits A Brand Kiosk Advertisement Directory Request To The Advertisement Slot Marketing/Sales/Management Web Server. This Request Includes The (I) The Trademark(s)-Brand Name(s)-Of Products To Be Covered In The Kiosk Advertising Directory And (II) The Advertiser's Identification Number. The Data Processing Subsystem Integrated With The UPN/TM/PD/ URL RDBMS Receives And Parses This Directory Request To В Determine The Trademark(s) Of Products To Be Covered In The Kiosk Advertising Directory And Also The Advertiser's Identification Number. The Data Processing Subsystem Uses The Data Tables In The UPN/TM/PD/URL RDBMS And The Advertisers Identification Number To Which Consumer Products Carry Such Trademarks (i.e. Brand Names) And Also The UPNs And MINs Of The Manufacturers Of Such Trademarked (i.e. Branded) Products

FIG. 34A





The Data Processing Subsystem Uses The MINs Determined At Block C To Determine The List Of Physical And Virtual CPI Kiosks In Which Manufacturers Identified By Said MINs Having Aisle/Shelf Rights/Privileges To Display Product Advertisements

.U

The Data Processing Subsystem Uses The List Of CPI Kiosks Ascertained At Block D To Compile The Generalized Kiosk Advertisement Directory For Transmission To The Requesting Advertiser

Ε

FIG. 34B



Modes of Information Service in the Consumer Product Promotion Marketing, Programming, Management and Delivery Subsystem (503)

Promoters

- Registration Of Promoter/Creation Of Promotion Account
- Log-In By Promoter
- Display Kiosk Promotional Directory Identifying CPI Kiosks On Which The Promoter Is Authorized To Display Promotion On Consumer Products
- Display Kiosks On Which The Promoter Is Authorized To Display Promotions On A Particular Brand Or Brands Of Consumer Products
- Register Kiosk Promotions Campaign To Be Displayed On A Retailer-Authorized Subnetwork Of CPI Kiosks
- Run And Display-Kiosk Promotion Campaign On Retailer-Authorized Subnetwork Of CPI Kiosk Subnetwork
- Modify Instituted Kiosk Promotion Campaign
- Monitor Kiosk Promotion Campaign



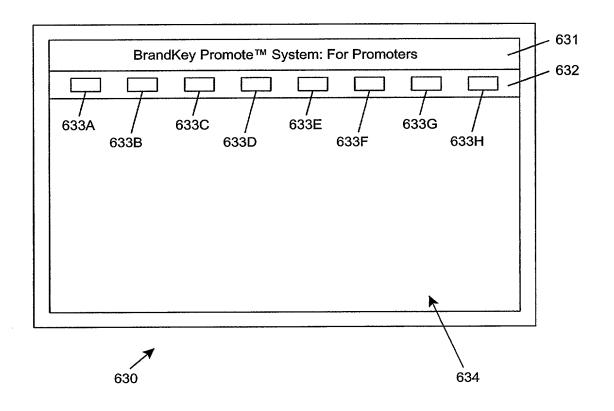


FIG. 36



Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which Particular Promoters And Promotional Agents Are Authorized By Retailers To Display Product Promotions In Accordance With The Principles Of The Present Invention

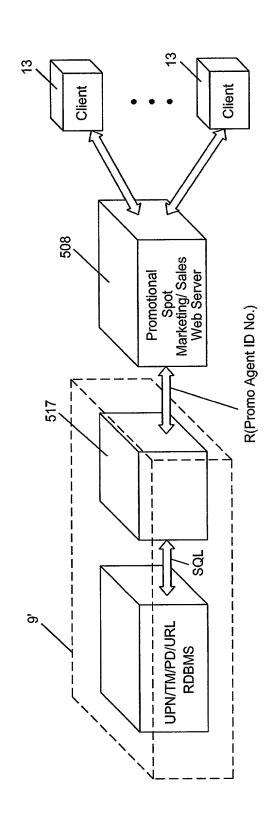


FIG. 37



Data Processing Method For Generating A General Kiosk
Promotion Directory Which Includes Only (Physical And
Virtual) Kiosks On Which The Registered Promoter Is
Authorized By Retailers To Place Promo Spot Orders
For Execution And Display

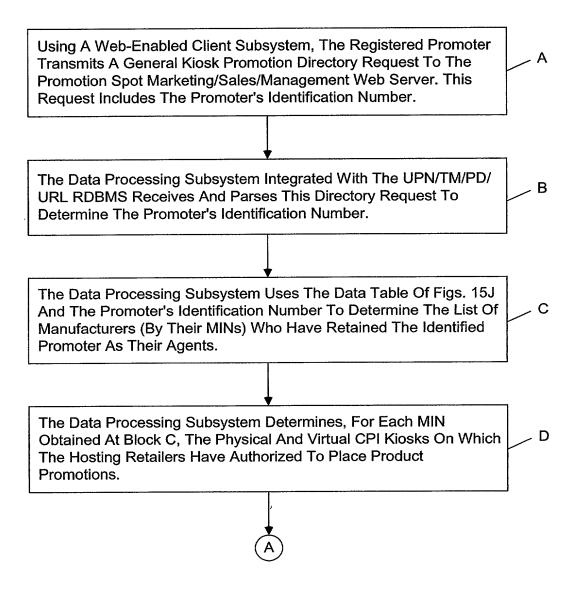


FIG. 38A





The Data Processing Subsystem Uses The Ascertained MINs And Manufacturer Aisle/Shelf Rights/Privileges Recorded Within The UPN/TM/PD/URL RDBMS (9') To Determine Those Physical And Virtual CPI Kiosks On Which The Promoter May Place Promotions About Products Of Manufacturers Who Have Been Granted Such Rights/Privileges. This List Of Physical And Virtual CPI Kiosks Is Then Compiled To Produce The Generalized Kiosk Promotion Directory For Transmission To The Requesting Advertiser.

F

FIG. 38B



Data-Processing Method Applied During The Generation Of A Kiosk Promotion Directory Identifying A Deployed Network Of Physical And Virtual Types Of Retailer-Based CPI Kiosks On Which A Particular Promoter Or Promotional Agent Is Authorized By Kiosk-Hosting Retailers To Display Product Promotions Regarding A Particular Brand Of UPN-Indexed Consumer Product In Accordance With The Principles Of The Present Invention

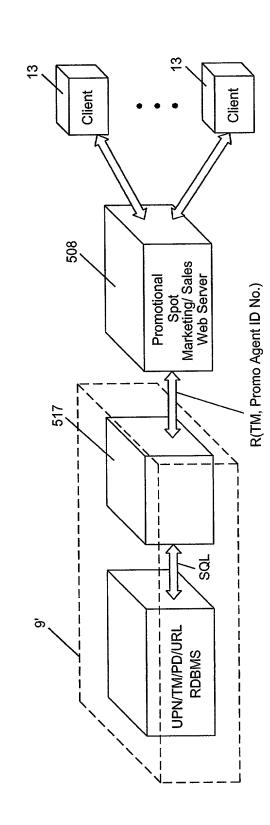


FIG. 39



Data Processing Method For Generating A Brand Kiosk Promotion Directory Which Includes Only (Physical And Virtual) Kiosks On Which The Registered Promoter Is Authorized By Retailers To Place Promotion Spot Orders For Execution And Display

Using A Web-Enabled Client Subsystem, The Registered Promoter Transmits A Brand Kiosk Promotion Directory Request To The Promotion Spot Marketing/ Sales Management Web (HTTP) Server. As Indicated In Fig. 39, This Request Includes (I) The Trademark(s)-Brand Names Of Products To Be Covered In The Kiosk Promotion Directory, And (II) The Promoter's Identification Numbers. The Data Processing Subsystem Integrated With The UPN/TM/PD/ URL RDBMS Receives And Parses This Directory Request To В Determine The Trademark(s) Of Products To Be Covered In The Kiosk Promotion Directory, And Also The Promotion Identification Number. The Data Processing Subsystem Uses The Data Tables In The UPN/TM/PD/URL RDBMS And The Promotion Identification Number To Which Consumer Products Carry Such Trademarks (i.e. Brand Names) And Also The UPNs And MINs Of The Manufacturers Of Such Trademarked (i.e. Branded) Products. The Data Processing Subsystem Uses The MINs Determined At Block C To Determine The List Of Physical And Virtual CPI Kiosks In Which Manufacturers Identified By Said MINs Having Aisle/Shelf Rights/Privileges To Display Product Promotions.





The data processing subsystem uses the list of physical and virtual CPI kiosks ascertained at block D to compile the generalized kiosk promotion directory for transmission to the requesting promoter.

٠E

FIG. 40B

Physical Multi-Mode (CPI) Kiosk

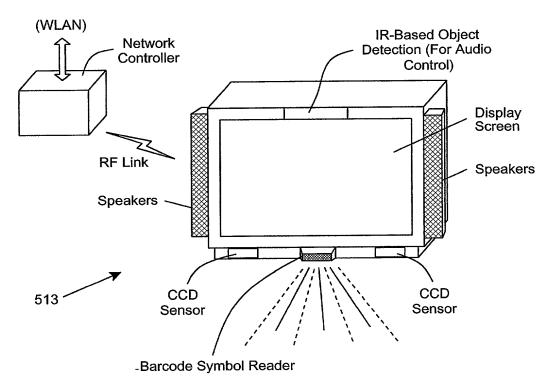


FIG. 41



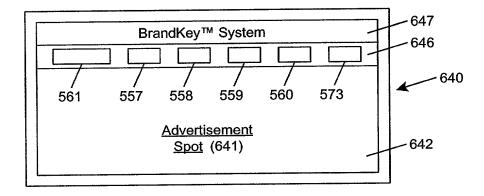


FIG. 42A

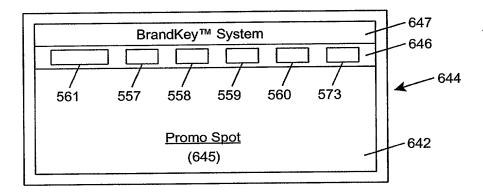


FIG. 42B

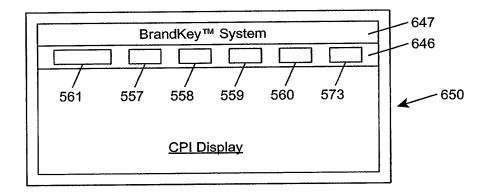


FIG. 42C



BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504) The BrandKey™ System Architecture (2')

